



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, April 15, 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
4/13-14 (N=1,115)	26%	10%	15%	32%	42%	21%	20%	1%
3/30-31 (N=1,115)	27%	11%	16%	33%	37%	18%	19%	3%
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=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%



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

	<i>High threat (Net)</i>	<i>Very high threat</i>	<i>High threat</i>	<i>Moderate threat</i>	<i>Low threat (Net)</i>	<i>Low threat</i>	<i>Very low threat</i>	<i>Don't know</i>
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%	
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
4/13-14	3%	7%	11%	31%	8%	17%	14%	9%
3/30-31	2%	7%	13%	36%	11%	15%	8%	9%
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
4/13-14	9%	19%	49%	23%
3/30-31	9%	23%	48%	20%
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
4/13-14	4%	15%	43%	23%	15%
3/30-31	8%	13%	41%	22%	15%
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. Since the COVID-19 crisis began, have you used a brand, product, service or feature that you had never used before in the following areas? (Select all that apply)

	4/10-13	4/17-20	5/4-5	4/13-14
Home delivery or pick up from restaurants	10%	11%	15%	24%
Video chat with friends	14%	16%	-	23%
Streaming services to watch TV shows/content	9%	11%	-	20%
Home delivery of groceries	9%	8%	10%	19%
Telemedicine websites or apps	7%	8%	9%	19%
Pre-order and pick-up of groceries	6%	7%	10%	18%
Social media	9%	10%	-	15%
Video conferencing services for work	8%	7%	-	14%
Contactless payment with a smartphone	4%	4%	6%	14%
Credit cards by touch payment	3%	4%	4%	13%
Pre-order and pick-up of non-grocery purchases (e.g., electronics or home goods)	4%	6%	8%	12%
Instant messaging	6%	6%	-	10%
The app from your primary bank	4%	4%	5%	10%
Person-to-person payment apps	3%	3%	4%	9%
Home delivery of meal preparation kit(s)	3%	3%	4%	9%
Podcasts	5%	5%	-	8%
Home delivery of alcoholic beverages	3%	2%	4%	7%
Financial services apps from new tech banks	3%	2%	3%	6%
Banking services such as loans or refinance	2%	2%	3%	4%
Ride sharing service	2%	2%	-	3%
None of these	52%	51%	53%	28%





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6. What matters MORE to you now than before the coronavirus crisis began?

	4/10-13	4/17-20	5/14-15	6/8-9	6/23-24	4/13-14
Family	47%	45%	42%	42%	50%	46%
Safety	47%	46%	42%	39%	47%	40%
Physical health	43%	44%	39%	37%	47%	38%
Mental health	33%	32%	28%	29%	34%	36%
Friendship	34%	31%	29%	26%	31%	33%
Happiness	30%	28%	25%	24%	29%	32%
Kindness	34%	31%	29%	26%	30%	27%
Comfort	22%	20%	19%	19%	24%	24%
Calm	23%	18%	17%	18%	18%	22%
Trust	28%	27%	28%	23%	21%	21%
Finances	21%	23%	24%	25%	30%	19%
Community	25%	25%	23%	21%	20%	19%
Back to Basics	21%	21%	18%	19%	19%	19%
Convenience	18%	17%	15%	14%	17%	16%
Experiences	14%	15%	13%	13%	13%	16%
Quality	15%	16%	12%	12%	16%	14%
Fairness	15%	16%	14%	14%	15%	13%
Privacy	13%	11%	12%	10%	11%	13%
Value	15%	14%	14%	10%	16%	12%
Sustainability	19%	19%	16%	14%	16%	11%
Global warming	9%	10%	9%	7%	9%	9%
Local	14%	12%	10%	8%	10%	8%
Inclusivity	6%	7%	6%	7%	9%	6%
Variety	7%	7%	6%	5%	7%	6%
Possessions	4%	3%	3%	3%	4%	3%
Indulgence	4%	3%	3%	3%	3%	3%
None of the above	9%	9%	10%	8%	7%	11%





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7. 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	4/13-14
Dine out at a restaurant	78%	76%
Go to a shopping center or mall	74%	71%
Go to an outdoor event like a farmer's market, art fair, or sidewalk sale	68%	70%
Go on any overnight trips, by car, less than 100 miles away	58%	64%
Go on any overnight trips, by car, more than 100 miles away	59%	63%
Go to a movie theater	-	44%
Go to a museum	-	44%
Travel by plane within the U.S.	39%	42%
Go to a live concert, outdoors	-	36%
Go to a sporting event	34%	34%
Use a ride sharing service	27%	28%
Go to a live concert, indoors	-	28%
Send your child(ren) to camp	(N=313) 37%	(N=310) 28%
Travel by plane internationally	21%	22%
Go on a cruise	15%	17%

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

	3/15-16	4/13-14
Very likely	26%	28%
Somewhat likely	31%	37%
Not very likely	23%	23%
Not likely at all	19%	13%
<i>Likely (Net)</i>	<i>58%</i>	<i>64%</i>
<i>Not Likely (Net)</i>	<i>42%</i>	<i>36%</i>





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

	3/15-16	4/13-14
Very likely	29%	28%
Somewhat likely	30%	35%
Not very likely	20%	24%
Not likely at all	20%	13%
<i>Likely (Net)</i>	<i>59%</i>	<i>63%</i>
<i>Not Likely (Net)</i>	<i>41%</i>	<i>37%</i>

c. Travel by plane within the U.S.

	3/15-16	4/13-14
Very likely	19%	18%
Somewhat likely	20%	24%
Not very likely	25%	27%
Not likely at all	36%	30%
<i>Likely (Net)</i>	<i>39%</i>	<i>42%</i>
<i>Not Likely (Net)</i>	<i>61%</i>	<i>58%</i>

d. Travel by plane internationally

	3/15-16	4/13-14
Very likely	8%	10%
Somewhat likely	13%	12%
Not very likely	22%	25%
Not likely at all	57%	53%
<i>Likely (Net)</i>	<i>21%</i>	<i>22%</i>
<i>Not Likely (Net)</i>	<i>79%</i>	<i>78%</i>

e. Dine out at a restaurant

	3/15-16	4/13-14
Very likely	46%	42%
Somewhat likely	32%	34%
Not very likely	14%	15%
Not likely at all	8%	9%
<i>Likely (Net)</i>	<i>78%</i>	<i>76%</i>
<i>Not Likely (Net)</i>	<i>22%</i>	<i>24%</i>

f. Go on a cruise

	3/15-16	4/13-14
Very likely	6%	6%
Somewhat likely	8%	11%
Not very likely	22%	26%
Not likely at all	63%	57%
<i>Likely (Net)</i>	<i>15%</i>	<i>17%</i>
<i>Not Likely (Net)</i>	<i>85%</i>	<i>83%</i>



g. **[IF PARENT]** Send your child(ren) to camp

	3/15-16 (N=313)	4/13-14 (N=310)
Very likely	12%	10%
Somewhat likely	24%	18%
Not very likely	24%	30%
Not likely at all	40%	42%
<i>Likely (Net)</i>	<i>37%</i>	<i>28%</i>
<i>Not Likely (Net)</i>	<i>63%</i>	<i>72%</i>

h. Go to a sporting event

	3/15-16	4/13-14
Very likely	11%	14%
Somewhat likely	23%	20%
Not very likely	26%	31%
Not likely at all	40%	35%
<i>Likely (Net)</i>	<i>34%</i>	<i>34%</i>
<i>Not Likely (Net)</i>	<i>66%</i>	<i>66%</i>

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

	3/15-16	4/13-14
Very likely	28%	26%
Somewhat likely	41%	43%
Not very likely	19%	21%
Not likely at all	13%	9%
<i>Likely (Net)</i>	<i>68%</i>	<i>70%</i>
<i>Not Likely (Net)</i>	<i>32%</i>	<i>30%</i>

j. Go to a shopping center or mall

	3/15-16	4/13-14
Very likely	38%	33%
Somewhat likely	35%	38%
Not very likely	16%	21%
Not likely at all	10%	8%
<i>Likely (Net)</i>	<i>74%</i>	<i>71%</i>
<i>Not Likely (Net)</i>	<i>26%</i>	<i>29%</i>

k. Use a ride sharing service

	3/15-16	4/13-14
Very likely	10%	11%
Somewhat likely	17%	17%
Not very likely	26%	30%
Not likely at all	47%	42%
<i>Likely (Net)</i>	<i>27%</i>	<i>28%</i>
<i>Not Likely (Net)</i>	<i>73%</i>	<i>72%</i>



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i. Go to a live concert, indoors

	4/13-14
Very likely	9%
Somewhat likely	19%
Not very likely	34%
Not likely at all	38%
<i>Likely (Net)</i>	28%
<i>Not Likely (Net)</i>	72%

m. Go to a live concert, outdoors

	4/13-14
Very likely	11%
Somewhat likely	25%
Not very likely	35%
Not likely at all	29%
<i>Likely (Net)</i>	36%
<i>Not Likely (Net)</i>	64%

n. Go to a movie theater

	4/13-14
Very likely	16%
Somewhat likely	29%
Not very likely	28%
Not likely at all	27%
<i>Likely (Net)</i>	44%
<i>Not Likely (Net)</i>	56%

o. Go to a museum

	4/13-14
Very likely	10%
Somewhat likely	34%
Not very likely	36%
Not likely at all	20%
<i>Likely (Net)</i>	44%
<i>Not Likely (Net)</i>	56%

8. How many doses of the COVID-19 vaccine have you received?

	4/13-14
1 dose	17%
2 doses or all dosages needed	38%
None, but I plan to get the vaccine	21%
None, and I do not plan to get the vaccine	23%





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9. Would you be more or less likely to shop at a store, or visit a business, where all of the employees were vaccinated against COVID-19?

	4/13-14
More likely	46%
Less likely	7%
No difference	47%

10. To what extent would you support or oppose the introduction of a “vaccine passport,” where those who have received the coronavirus vaccine would be able to prove they have taken it, in the U.S....?

Total Support Summary

	4/13-14
To be able to visit a relative in the hospital	51%
To travel internationally	49%
To travel within the U.S.	47%
To be able to go to the theater or an indoor concert	42%
To be able to use gyms or fitness centers	41%
To be able to visit bars or restaurants	40%
To be able to visit hairdressers, barbers, or salons	40%
To be able to travel on public transportation	38%

- a. To travel internationally

	4/13-14
Strongly support	32%
Somewhat support	16%
Neither support nor oppose	17%
Somewhat oppose	8%
Strongly oppose	23%
Don't know	4%
<i>Support (Net)</i>	<i>49%</i>
<i>Oppose (Net)</i>	<i>31%</i>

- b. To travel within the U.S.

	4/13-14
Strongly support	23%
Somewhat support	24%
Neither support nor oppose	17%
Somewhat oppose	8%
Strongly oppose	24%
Don't know	3%
<i>Support (Net)</i>	<i>47%</i>
<i>Oppose (Net)</i>	<i>32%</i>





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c. To be able to visit a relative in the hospital

	4/13-14
Strongly support	28%
Somewhat support	24%
Neither support nor oppose	15%
Somewhat oppose	8%
Strongly oppose	22%
Don't know	3%
<i>Support (Net)</i>	<i>51%</i>
<i>Oppose (Net)</i>	<i>30%</i>

d. To be able to go to the theater or an indoor concert

	4/13-14
Strongly support	19%
Somewhat support	23%
Neither support nor oppose	20%
Somewhat oppose	10%
Strongly oppose	23%
Don't know	4%
<i>Support (Net)</i>	<i>42%</i>
<i>Oppose (Net)</i>	<i>34%</i>

e. To be able to use gyms or fitness centers

	4/13-14
Strongly support	19%
Somewhat support	22%
Neither support nor oppose	22%
Somewhat oppose	9%
Strongly oppose	24%
Don't know	4%
<i>Support (Net)</i>	<i>41%</i>
<i>Oppose (Net)</i>	<i>33%</i>

f. To be able to visit bars or restaurants

	4/13-14
Strongly support	16%
Somewhat support	23%
Neither support nor oppose	23%
Somewhat oppose	10%
Strongly oppose	25%
Don't know	3%
<i>Support (Net)</i>	<i>40%</i>
<i>Oppose (Net)</i>	<i>35%</i>





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g. To be able to travel on public transportation

	4/13-14
Strongly support	18%
Somewhat support	20%
Neither support nor oppose	24%
Somewhat oppose	10%
Strongly oppose	24%
Don't know	4%
<i>Support (Net)</i>	<i>38%</i>
<i>Oppose (Net)</i>	<i>34%</i>

h. To be able to visit hairdressers, barbers, or salons

	4/13-14
Strongly support	17%
Somewhat support	23%
Neither support nor oppose	22%
Somewhat oppose	10%
Strongly oppose	25%
Don't know	3%
<i>Support (Net)</i>	<i>40%</i>
<i>Oppose (Net)</i>	<i>35%</i>

11. How likely, if at all, are you to support a "vaccine passport" if they are supported by the following people or organizations?

Total Likely Summary

	4/13-14
Local hospital or healthcare workers	65%
National public health officials	60%
The federal government	58%
The governor of your state	57%
Small businesses in your area	57%
Theaters, concert venues, or entertainment centers in your area	53%
Major sports teams (e.g. NBA, WNBA, MLB)	48%

a. The federal government

	4/13-14
Very likely	22%
Somewhat likely	36%
Not very likely	17%
Not likely at all	25%
<i>Likely (Net)</i>	<i>58%</i>
<i>Not Likely (Net)</i>	<i>42%</i>



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b. The governor of your state

	4/13-14
Very likely	20%
Somewhat likely	37%
Not very likely	17%
Not likely at all	26%
<i>Likely (Net)</i>	<i>57%</i>
<i>Not Likely (Net)</i>	<i>43%</i>

c. Small businesses in your area

	4/13-14
Very likely	18%
Somewhat likely	39%
Not very likely	20%
Not likely at all	23%
<i>Likely (Net)</i>	<i>57%</i>
<i>Not Likely (Net)</i>	<i>43%</i>

d. National public health officials

	4/13-14
Very likely	24%
Somewhat likely	36%
Not very likely	16%
Not likely at all	23%
<i>Likely (Net)</i>	<i>60%</i>
<i>Not Likely (Net)</i>	<i>40%</i>

e. Local hospital or healthcare workers

	4/13-14
Very likely	28%
Somewhat likely	37%
Not very likely	14%
Not likely at all	20%
<i>Likely (Net)</i>	<i>65%</i>
<i>Not Likely (Net)</i>	<i>35%</i>

f. Major sports teams (e.g. NBA, WNBA, MLB)

	4/13-14
Very likely	16%
Somewhat likely	32%
Not very likely	22%
Not likely at all	30%
<i>Likely (Net)</i>	<i>48%</i>
<i>Not Likely (Net)</i>	<i>52%</i>





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g. Theaters, concert venues, or entertainment centers in your area

	4/13-14
Very likely	16%
Somewhat likely	36%
Not very likely	22%
Not likely at all	26%
<i>Likely (Net)</i>	53%
<i>Not Likely (Net)</i>	47%

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

	3/2-3	3/15-16	4/13-14
Yes, working mostly from home	18%	16%	18%
Yes, working completely from home	16%	18%	15%
No	34%	32%	35%
I am not currently working	33%	33%	32%
<i>Yes (Net)</i>	34%	34%	33%

13. To what extent do you agree or disagree with the following?

Total Agree Summary

	4/13-14
If a corporation takes a stand on a political issue that I don't agree with, I'm less likely to buy their products or use their services	60%
It is appropriate for a corporation to speak out against state and federal laws or legislation that they disagree with	57%
Corporations should take a stand on social issues	53%
Corporations should take a stand on political issues	41%
If a corporation takes a stand on a social issue that I do agree with, I'm less likely to buy their products or use their services	39%

a. Corporations should take a stand on political issues

	4/13-14
Strongly agree	14%
Somewhat agree	27%
Somewhat disagree	22%
Strongly disagree	26%
Don't know	11%
<i>Agree (Net)</i>	41%
<i>Disagree (Net)</i>	48%





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b. Corporations should take a stand on social issues

	4/13-14
Strongly agree	20%
Somewhat agree	34%
Somewhat disagree	17%
Strongly disagree	20%
Don't know	10%
<i>Agree (Net)</i>	<i>53%</i>
<i>Disagree (Net)</i>	<i>37%</i>

c. It is appropriate for a corporation to speak out against state and federal laws or legislation that they disagree with

	4/13-14
Strongly agree	20%
Somewhat agree	37%
Somewhat disagree	18%
Strongly disagree	16%
Don't know	9%
<i>Agree (Net)</i>	<i>57%</i>
<i>Disagree (Net)</i>	<i>34%</i>

d. If a corporation takes a stand on a political issue that I don't agree with, I'm less likely to buy their products or use their services

	4/13-14
Strongly agree	29%
Somewhat agree	31%
Somewhat disagree	20%
Strongly disagree	8%
Don't know	12%
<i>Agree (Net)</i>	<i>60%</i>
<i>Disagree (Net)</i>	<i>29%</i>

e. If a corporation takes a stand on a social issue that I do agree with, I'm less likely to buy their products or use their services

	4/13-14
Strongly agree	14%
Somewhat agree	25%
Somewhat disagree	28%
Strongly disagree	20%
Don't know	13%
<i>Agree (Net)</i>	<i>39%</i>
<i>Disagree (Net)</i>	<i>48%</i>





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About the Study

These are some of the findings of the twenty-sixth wave of an Ipsos poll conducted between April 13-14, 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 twenty-fourth wave was conducted March 15-16, 2021, among 1,115 adults.
- The twenty-fifth wave was conducted March 30-31, 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.

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).





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