



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, April 29, 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
4/27-28 (N=1,115)	25%	10%	15%	30%	43%	23%	20%	2%
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%



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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>
5/28-29 (N=1,113)	30%	12%	18%	34%	34%	20%	14%	2%
5/14-15 (N=1,114)	31%	13%	18%	36%	30%	18%	12%	3%
5/4-5 (N=1,114)	34%	15%	19%	35%	28%	17%	11%	2%
4/27-28 (N=1,112)	32%	15%	17%	34%	31%	20%	11%	
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
4/27-28	3%	6%	9%	29%	10%	18%	16%	9%
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
4/27-28	8%	18%	53%	21%
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
4/27-28	5%	13%	41%	26%	16%
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. Which of the following are you currently using or doing more now as a function of the COVID-19 crisis? (Select all that apply)

	4/10-13	4/17-20	5/4-5	6/23-24	7/21-22	4/27-28
Social media	44%	43%	-	-	38%	37%
Streaming services to watch TV shows/content	41%	42%	-	-	35%	37%
Video chat with friends and family <i>*previously video chat with friends*</i>	33%	31%	-	-	29%	31%
Home delivery or pick up from restaurants	32%	30%	36%	36%	31%	30%
Playing video games	-	-	-	-	-	23%
Instant messaging	33%	29%	-	-	25%	22%
Telehealth doctor visits	-	-	-	-	-	22%
Home delivery of groceries	15%	11%	14%	17%	15%	15%
Video conferencing services for work	14%	13%	-	-	(N=600) 27%	(N=642) 14%
Pre-order and pick-up of groceries	13%	13%	14%	17%	15%	14%
Pre-order and pick-up of non-grocery purchases (e.g., electronics or home goods)	9%	10%	12%	14%	12%	14%
Podcasts	9%	8%	-	-	10%	11%
Telemedicine websites or apps	7%	8%	12%	16%	12%	10%
Personal grooming devices	-	-	9%	9%	8%	8%
Home delivery of alcoholic beverages	4%	3%	5%	5%	6%	7%
Home delivery of meal preparation kit(s)	6%	5%	6%	6%	5%	6%
Insurance companies	-	-	2%	4%	3%	3%
Investment advisors	-	-	4%	3%	3%	2%
None of these	17%	19%	32%	29%	17%	20%



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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	4/13-14	4/27-28
Dine out at a restaurant	78%	76%	78%
Go to an outdoor event like a farmer's market, art fair, or sidewalk sale	68%	70%	73%
Go to a shopping center or mall	74%	71%	71%
Go on any overnight trips, by car, less than 100 miles away	58%	64%	65%
Go on any overnight trips, by car, more than 100 miles away	59%	63%	65%
Go to a museum	-	44%	46%
Go to a movie theater	-	44%	45%
Travel by plane within the U.S.	39%	42%	42%
Go to a live concert, outdoors	-	36%	39%
Go to a sporting event	34%	34%	36%
Use a ride sharing service	27%	28%	29%
Go to a live concert, indoors	-	28%	29%
Travel by plane internationally	21%	22%	22%
Go on a cruise	15%	17%	16%

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

	3/15-16	4/13-14	4/27-28
Very likely	26%	28%	31%
Somewhat likely	31%	37%	34%
Not very likely	23%	23%	21%
Not likely at all	19%	13%	14%
<i>Likely (Net)</i>	<i>58%</i>	<i>64%</i>	<i>65%</i>
<i>Not Likely (Net)</i>	<i>42%</i>	<i>36%</i>	<i>35%</i>





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

	3/15-16	4/13-14	4/27-28
Very likely	29%	28%	31%
Somewhat likely	30%	35%	34%
Not very likely	20%	24%	21%
Not likely at all	20%	13%	14%
<i>Likely (Net)</i>	<i>59%</i>	<i>63%</i>	<i>65%</i>
<i>Not Likely (Net)</i>	<i>41%</i>	<i>37%</i>	<i>35%</i>

c. Travel by plane within the U.S.

	3/15-16	4/13-14	4/27-28
Very likely	19%	18%	19%
Somewhat likely	20%	24%	23%
Not very likely	25%	27%	28%
Not likely at all	36%	30%	30%
<i>Likely (Net)</i>	<i>39%</i>	<i>42%</i>	<i>42%</i>
<i>Not Likely (Net)</i>	<i>61%</i>	<i>58%</i>	<i>58%</i>

d. Travel by plane internationally

	3/15-16	4/13-14	4/27-28
Very likely	8%	10%	9%
Somewhat likely	13%	12%	13%
Not very likely	22%	25%	25%
Not likely at all	57%	53%	53%
<i>Likely (Net)</i>	<i>21%</i>	<i>22%</i>	<i>22%</i>
<i>Not Likely (Net)</i>	<i>79%</i>	<i>78%</i>	<i>78%</i>

e. Dine out at a restaurant

	3/15-16	4/13-14	4/27-28
Very likely	46%	42%	45%
Somewhat likely	32%	34%	33%
Not very likely	14%	15%	15%
Not likely at all	8%	9%	8%
<i>Likely (Net)</i>	<i>78%</i>	<i>76%</i>	<i>78%</i>
<i>Not Likely (Net)</i>	<i>22%</i>	<i>24%</i>	<i>22%</i>

f. Go on a cruise

	3/15-16	4/13-14	4/27-28
Very likely	6%	6%	5%
Somewhat likely	8%	11%	11%
Not very likely	22%	26%	26%
Not likely at all	63%	57%	57%
<i>Likely (Net)</i>	<i>15%</i>	<i>17%</i>	<i>16%</i>
<i>Not Likely (Net)</i>	<i>85%</i>	<i>83%</i>	<i>84%</i>



g. Go to a sporting event

	3/15-16	4/13-14	4/27-28
Very likely	11%	14%	12%
Somewhat likely	23%	20%	23%
Not very likely	26%	31%	32%
Not likely at all	40%	35%	32%
<i>Likely (Net)</i>	<i>34%</i>	<i>34%</i>	<i>36%</i>
<i>Not Likely (Net)</i>	<i>66%</i>	<i>66%</i>	<i>64%</i>

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

	3/15-16	4/13-14	4/27-28
Very likely	28%	26%	29%
Somewhat likely	41%	43%	43%
Not very likely	19%	21%	18%
Not likely at all	13%	9%	9%
<i>Likely (Net)</i>	<i>68%</i>	<i>70%</i>	<i>73%</i>
<i>Not Likely (Net)</i>	<i>32%</i>	<i>30%</i>	<i>27%</i>

i. Go to a shopping center or mall

	3/15-16	4/13-14	4/27-28
Very likely	38%	33%	34%
Somewhat likely	35%	38%	37%
Not very likely	16%	21%	19%
Not likely at all	10%	8%	9%
<i>Likely (Net)</i>	<i>74%</i>	<i>71%</i>	<i>71%</i>
<i>Not Likely (Net)</i>	<i>26%</i>	<i>29%</i>	<i>29%</i>

j. Use a ride sharing service

	3/15-16	4/13-14	4/27-28
Very likely	10%	11%	10%
Somewhat likely	17%	17%	19%
Not very likely	26%	30%	28%
Not likely at all	47%	42%	43%
<i>Likely (Net)</i>	<i>27%</i>	<i>28%</i>	<i>29%</i>
<i>Not Likely (Net)</i>	<i>73%</i>	<i>72%</i>	<i>71%</i>

k. Go to a live concert, indoors

	4/13-14	4/27-28
Very likely	9%	10%
Somewhat likely	19%	19%
Not very likely	34%	36%
Not likely at all	38%	35%
<i>Likely (Net)</i>	<i>28%</i>	<i>29%</i>
<i>Not Likely (Net)</i>	<i>72%</i>	<i>71%</i>



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i. Go to a live concert, outdoors

	4/13-14	4/27-28
Very likely	11%	12%
Somewhat likely	25%	27%
Not very likely	35%	34%
Not likely at all	29%	27%
<i>Likely (Net)</i>	36%	39%
<i>Not Likely (Net)</i>	64%	61%

m. Go to a movie theater

	4/13-14	4/27-28
Very likely	16%	17%
Somewhat likely	29%	28%
Not very likely	28%	29%
Not likely at all	27%	26%
<i>Likely (Net)</i>	44%	45%
<i>Not Likely (Net)</i>	56%	55%

n. Go to a museum

	4/13-14	4/27-28
Very likely	10%	13%
Somewhat likely	34%	33%
Not very likely	36%	35%
Not likely at all	20%	20%
<i>Likely (Net)</i>	44%	46%
<i>Not Likely (Net)</i>	56%	54%





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7. **[If parent]** Once again thinking about this summer, how likely, if at all, are you to do each of the following activities with your child or children, or allow your child(ren) to do the following?

Total Likely Summary

	4/27-28 (N=304)
Take your child(ren) to visit family or friends	84%
Allow your child(ren) to visit with friends indoors	74%
Go to a museum with your child(ren)	60%
Go to an amusement park with your child(ren)	57%
Enroll your child(ren) in youth sports or other group activities	57%
Go to a movie theater with your child(ren)	55%
Have your child(ren) travel on a plane	43%
Take your child(ren) to a live sporting event	43%
Leave your child(ren) with a babysitter or nanny	42%
Send your child(ren) to day camp	40%
Send your child(ren) to overnight camp	32%

- a. Have your child(ren) travel on a plane

	4/27-28 (N=304)
Very likely	21%
Somewhat likely	22%
Not very likely	28%
Not likely at all	29%
<i>Likely (Net)</i>	<i>43%</i>
<i>Not Likely (Net)</i>	<i>57%</i>

- b. Send your child(ren) to day camp

	4/27-28 (N=304)
Very likely	19%
Somewhat likely	20%
Not very likely	25%
Not likely at all	35%
<i>Likely (Net)</i>	<i>40%</i>
<i>Not Likely (Net)</i>	<i>60%</i>



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c. Send your child(ren) to overnight camp

	4/27-28 (N=304)
Very likely	11%
Somewhat likely	21%
Not very likely	27%
Not likely at all	41%
<i>Likely (Net)</i>	32%
<i>Not Likely (Net)</i>	68%

d. Take your child(ren) to a live sporting event

	4/27-28 (N=304)
Very likely	17%
Somewhat likely	26%
Not very likely	32%
Not likely at all	25%
<i>Likely (Net)</i>	43%
<i>Not Likely (Net)</i>	57%

e. Go to a movie theater with your child(ren)

	4/27-28 (N=304)
Very likely	26%
Somewhat likely	28%
Not very likely	23%
Not likely at all	22%
<i>Likely (Net)</i>	55%
<i>Not Likely (Net)</i>	45%

f. Go to a museum with your child(ren)

	4/27-28 (N=304)
Very likely	21%
Somewhat likely	39%
Not very likely	24%
Not likely at all	16%
<i>Likely (Net)</i>	60%
<i>Not Likely (Net)</i>	40%

g. Go to an amusement park with your child(ren)

	4/27-28 (N=304)
Very likely	22%
Somewhat likely	35%
Not very likely	27%
Not likely at all	16%
<i>Likely (Net)</i>	57%
<i>Not Likely (Net)</i>	43%





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h. Take your child(ren) to visit family or friends

	4/27-28 (N=304)
Very likely	46%
Somewhat likely	39%
Not very likely	9%
Not likely at all	7%
<i>Likely (Net)</i>	<i>84%</i>
<i>Not Likely (Net)</i>	<i>16%</i>

i. Leave your child(ren) with a babysitter or nanny

	4/27-28 (N=304)
Very likely	15%
Somewhat likely	27%
Not very likely	24%
Not likely at all	34%
<i>Likely (Net)</i>	<i>42%</i>
<i>Not Likely (Net)</i>	<i>58%</i>

j. Enroll your child(ren) in youth sports or other group activities

	4/27-28 (N=304)
Very likely	26%
Somewhat likely	30%
Not very likely	22%
Not likely at all	22%
<i>Likely (Net)</i>	<i>57%</i>
<i>Not Likely (Net)</i>	<i>43%</i>

k. Allow your child(ren) to visit with friends indoors

	4/27-28 (N=304)
Very likely	34%
Somewhat likely	40%
Not very likely	18%
Not likely at all	8%
<i>Likely (Net)</i>	<i>74%</i>
<i>Not Likely (Net)</i>	<i>26%</i>

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

	4/13-14	4/27-28
1 dose	17%	16%
2 doses or all dosages needed	38%	47%
None, but I plan to get the vaccine	21%	17%
None, and I do not plan to get the vaccine	23%	20%



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9. [If Q8 = “1 dose” OR “2 doses or all dosages needed”] What vaccine did you receive?

	4/27-28 (N=694)
Pfizer-BioNTech	50%
Moderna	39%
Johnson & Johnson/Janssen	9%
Something else	1%

10. [If Q8 = “1 dose” OR “2 doses or all dosages needed”] Were you given a choice in which vaccine you received?

	4/27-28 (N=694)
Yes	19%
No	81%

11. Regardless of your plans to receive the COVID-19 vaccine, how long do you think immunity from the vaccine will last once people are considered fully vaccinated?

	4/27-28
Less than six months	9%
More than six months but less than a year	28%
1-2 years	24%
3-5 years	5%
More than 5 years but not indefinitely	2%
Indefinitely	3%
The COVID-19 vaccine does not offer any immunity	5%
Don't know	24%

12. Given the choice, assuming both were equally safe or possible, would you rather do the following in person or at home?

a. Attend work conferences and events

	4/27-28
At home	25%
In person	28%
No preference	15%
Don't know/Not applicable	32%

b. View new-release movies

	4/27-28
At home	47%
In person	26%
No preference	17%
Don't know/Not applicable	9%





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c. Get food from a high-end restaurant

	4/27-28
At home	18%
In person	54%
No preference	13%
Don't know/Not applicable	14%

d. Get food from a fast-food or casual restaurant

	4/27-28
At home	27%
In person	51%
No preference	17%
Don't know/Not applicable	5%

e. Have cocktails or other alcoholic beverages from a bar/restaurant

	4/27-28
At home	19%
In person	41%
No preference	14%
Don't know/Not applicable	26%

f. Consult with a doctor for a routine check-in

	4/27-28
At home	18%
In person	67%
No preference	12%
Don't know/Not applicable	4%

g. Consult with a doctor for a specific health issue

	4/27-28
At home	15%
In person	69%
No preference	12%
Don't know/Not applicable	4%

h. Exercise/Take a group exercise classes

	4/27-28
At home	35%
In person	30%
No preference	15%
Don't know/Not applicable	21%





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13. Which of the following subscription services did you sign up for the first time in 2020? Select all that apply.

	4/27-28
Disney Plus	20%
Netflix	18%
Amazon Prime	17%
HBO Now/Max	17%
Hulu	16%
Grocery delivery service (like Peapod or Instacart)	10%
Peacock	9%
Music streaming (like Pandora or Spotify)	8%
Paramount Plus	6%
Newspaper site (like the New York Times or the Washington Post)	4%
Podcast subscriptions (like Apple Podcasts)	3%
Daily news subscriptions (like the Skimm or BuzzFeed Daily Newsletter)	2%
None of the above	45%

14. **[If selected item in Q13]** How likely are you to keep subscribing to this service once pandemic restrictions are fully lifted?

Total Likely Summary

	4/27-28
Netflix	(N=195) 90%
Music streaming (like Pandora or Spotify)	(N=82) 90%
Amazon Prime	(N=194) 87%
Disney Plus	(N=213) 87%
HBO Now/Max	(N=183) 87%
Peacock	(N=106) 87%
Podcast subscriptions (like Apple Podcasts)	(N=38) 87%
Hulu	(N=172) 85%
Newspaper site (like the New York Times or the Washington Post)	(N=41) 83%
Grocery delivery service (like Peapod or Instacart)	(N=109) 77%
Paramount Plus	(N=63) 76%
Daily news subscriptions (like the Skimm or BuzzFeed Daily Newsletter)	(N=26) 69%





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a. Netflix

	4/27-28 (N=195)
Very likely	66%
Somewhat likely	23%
Not very likely	6%
Not likely at all	3%
Don't know	1%
<i>Likely (Net)</i>	90%
<i>Not Likely (Net)</i>	9%

b. Hulu

	4/27-28 (N=172)
Very likely	61%
Somewhat likely	24%
Not very likely	7%
Not likely at all	2%
Don't know	6%
<i>Likely (Net)</i>	85%
<i>Not Likely (Net)</i>	9%

c. Amazon Prime

	4/27-28 (N=194)
Very likely	64%
Somewhat likely	23%
Not very likely	8%
Not likely at all	4%
Don't know	1%
<i>Likely (Net)</i>	87%
<i>Not Likely (Net)</i>	12%

d. Disney Plus

	4/27-28 (N=213)
Very likely	59%
Somewhat likely	29%
Not very likely	5%
Not likely at all	5%
Don't know	3%
<i>Likely (Net)</i>	87%
<i>Not Likely (Net)</i>	10%





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e. HBO Now/Max

	4/27-28 (N=183)
Very likely	60%
Somewhat likely	28%
Not very likely	8%
Not likely at all	3%
Don't know	2%
<i>Likely (Net)</i>	87%
<i>Not Likely (Net)</i>	11%

f. Paramount Plus

	4/27-28 (N=63)
Very likely	44%
Somewhat likely	32%
Not very likely	17%
Not likely at all	7%
Don't know	-
<i>Likely (Net)</i>	76%
<i>Not Likely (Net)</i>	24%

g. Peacock

	4/27-28 (N=106)
Very likely	50%
Somewhat likely	37%
Not very likely	8%
Not likely at all	3%
Don't know	3%
<i>Likely (Net)</i>	87%
<i>Not Likely (Net)</i>	10%

h. Music streaming (like Pandora or Spotify)

	4/27-28 (N=82)
Very likely	55%
Somewhat likely	36%
Not very likely	7%
Not likely at all	1%
Don't know	1%
<i>Likely (Net)</i>	90%
<i>Not Likely (Net)</i>	8%





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i. Podcast subscriptions (like Apple Podcasts)

	4/27-28 (N=38)
Very likely	52%
Somewhat likely	35%
Not very likely	10%
Not likely at all	-
Don't know	3%
<i>Likely (Net)</i>	<i>87%</i>
<i>Not Likely (Net)</i>	<i>10%</i>

j. Newspaper site (like the New York Times or the Washington Post)

	4/27-28 (N=41)
Very likely	44%
Somewhat likely	39%
Not very likely	13%
Not likely at all	4%
Don't know	-
<i>Likely (Net)</i>	<i>83%</i>
<i>Not Likely (Net)</i>	<i>17%</i>

k. Daily news subscriptions (like the Skimm or BuzzFeed Daily Newsletter)

	4/27-28 (N=26)
Very likely	53%
Somewhat likely	16%
Not very likely	31%
Not likely at all	-
Don't know	-
<i>Likely (Net)</i>	<i>69%</i>
<i>Not Likely (Net)</i>	<i>31%</i>

l. Grocery delivery service (like Peapod or Instacart)

	4/27-28 (N=109)
Very likely	41%
Somewhat likely	36%
Not very likely	15%
Not likely at all	7%
Don't know	2%
<i>Likely (Net)</i>	<i>77%</i>
<i>Not Likely (Net)</i>	<i>21%</i>





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15. Thinking about advertising that is running now and over the next few weeks, how important to you is it that the ad includes Covid-19 safety practices (such as mask wearing, social distancing and surface disinfection)?

	4/27-28
Very important	31%
Somewhat important	30%
Not very important	15%
Not important at all	19%
Don't know	5%
<i>Important (Net)</i>	<i>61%</i>
<i>Not Important (Net)</i>	<i>34%</i>





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About the Study

These are some of the findings of the twenty-seventh wave of an Ipsos poll conducted between April 27-28, 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 twenty-sixth wave was conducted April 13-14, 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, twenty-fifth and twenty-sixth 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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