



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll: Updated CDC Mask Guidelines

Topline Findings

Washington, DC, May 17, 2021 - Following the CDC's May 13th announcement regarding updated mask usage and social distancing guidelines, an Ipsos poll for Reuters found that about three-quarters of respondents are familiar with the new rules, with 93% being at least aware of them. Seventeen percent of Americans say they are planning to quickly return to pre-coronavirus activities as a result of the CDC's guidance change. However, fifty-five percent say they are not planning to quickly return to pre-coronavirus activities including 11% who say they will never return to pre-coronavirus activities. Fifty-two percent of Democrats and 51% of independents plan to wait a while before going back to normal. Those living in an urban area are also more likely to say they will wait a while before going back to normal (49%), compared to 36% among those living in rural areas. Finally, Republicans are more likely to say they have already started doing most of their pre-coronavirus activities (42%).

These are the findings of an Ipsos poll conducted between May 14-17, 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 complete results, please refer to the following annotated questionnaire:

Full Annotated Questionnaire

		All Respondents	Democrats	Republicans	Independents
1. With which political party do you most identify?	Republican	35%	-	100%	-
	Democrat	41%	100%	-	-
	Independents	16%	-	-	100%
	Don't know/None/Other	8%	-	-	-
	Total	1005	440	371	110
2. How familiar are you, if at all, with the Center for Disease Control and Prevention's (CDC) recent announcement on Thursday, May 13th about updated mask usage and social distancing recommendations for people who have received the coronavirus vaccine?	Very familiar	34%	40%	35%	25%
	Somewhat familiar	40%	42%	38%	43%
	Heard of, but do not know much	19%	13%	20%	23%
	Have not heard of	8%	5%	7%	9%
	Total	1005	440	371	110



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		All Respondents	Democrats	Republicans	Independents
3. As you may know, the CDC recently announced people who are fully vaccinated against COVID-19 no longer need to wear a mask or keep social distance from others. As a result of this announcement, are you...	Already doing most of your pre-coronavirus activities	28%	21%	42%	21%
	Quickly getting back to your pre-coronavirus activities	17%	16%	20%	16%
	Waiting a little while before returning to pre-coronavirus activities	44%	52%	31%	51%
	Not going back to pre-coronavirus activities	11%	11%	8%	12%
	Total	1005	440	371	110
4. Have you personally...?	Received the first dose of the COVID-19 vaccine	11%	13%	9%	11%
	Received the second dose or single-shot COVID-19 vaccine	52%	60%	47%	54%
	Have not received any COVID-19 vaccine, but plan to	15%	16%	11%	15%
	Unlikely to get the COVID-19 vaccine	22%	11%	33%	20%
	Total	1005	440	371	110



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About the Study

These are some of the findings of an Ipsos poll conducted between May 14-17, 2021 on behalf of Thomson Reuters. 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 includes 440 Democrats, 371 Republicans, and 110 Independents.

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 2019 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).

The poll also has a credibility interval of plus or minus 5.3 percentage points for Democrats, plus or minus 5.8 percentage points for Republicans, and plus or minus 10.7 percentage points for Independents.

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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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