



# PUBLIC POLL FINDINGS AND METHODOLOGY

## Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, May 27, 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
5/25-26, 2021 (N=1,178)	22%	9%	13%	29%	46%	24%	23%	2%
5/11-12, 2021 (N=1,167)	25%	10%	15%	25%	48%	22%	26%	2%
4/27-28, 2021 (N=1,115)	25%	10%	15%	30%	43%	23%	20%	2%
4/13-14, 2021 (N=1,115)	26%	10%	15%	32%	42%	21%	20%	1%
3/30-31, 2021 (N=1,115)	27%	11%	16%	33%	37%	18%	19%	3%
3/15-16, 2021 (N=1,115)	34%	15%	19%	32%	32%	18%	14%	2%
3/2-3, 2021 (N=1,115)	33%	14%	19%	35%	32%	19%	12%	1%
2/17-18, 2021 (N=1,115)	34%	15%	19%	34%	30%	15%	15%	2%
2/2-3, 2021 (N=1,115)	35%	13%	22%	34%	29%	16%	14%	1%
1/20-21, 2021 (N=1,115)	41%	18%	23%	34%	25%	15%	10%	1%
12/9-10, 2020 (N=1,112)	39%	17%	22%	34%	25%	15%	10%	1%
11/24-25, 2020 (N=1,114)	40%	18%	21%	36%	23%	14%	9%	2%
11/10-11, 2020 (N=1,113)	40%	16%	23%	33%	25%	15%	11%	2%
10/27-28, 2020 (N=1,115)	38%	17%	20%	34%	27%	16%	11%	2%
10/13-14, 2020 (N=1,114)	36%	16%	21%	33%	29%	17%	12%	1%
9/29-30, 2020 (N=1,115)	35%	16%	18%	34%	30%	17%	13%	2%
9/15-16, 2020 (N=1,113)	36%	18%	18%	33%	29%	16%	12%	1%
9/1-2, 2020 (N=1,113)	33%	14%	19%	33%	32%	19%	14%	1%
8/18-19, 2020 (N=1115)	34%	14%	20%	37%	28%	17%	11%	1%
8/4-5, 2020 (N=1,111)	33%	14%	19%	37%	29%	17%	12%	2%
7/21-22, 2020 (N=1,115)	34%	15%	19%	36%	29%	19%	10%	1%





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

	<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
<b>6/23-24, 2020 (N=1,113)</b>	31%	14%	17%	34%	33%	20%	12%	2%
<b>6/8-9, 2020 (N=1,113)</b>	28%	12%	16%	32%	38%	23%	16%	2%
<b>5/28-29, 2020 (N=1,113)</b>	30%	12%	18%	34%	34%	20%	14%	2%
<b>5/14-15, 2020 (N=1,114)</b>	31%	13%	18%	36%	30%	18%	12%	3%
<b>5/4-5, 2020 (N=1,114)</b>	34%	15%	19%	35%	28%	17%	11%	2%
<b>4/27-28, 2020 (N=1,112)</b>	32%	15%	17%	34%	31%	20%	11%	
<b>4/17-20, 2020 (N=1,111)</b>	32%	10%	22%	35%	31%	21%	10%	2%
<b>4/10-13, 2020 (N=1,114)</b>	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
5/25-26, 2021	4%	6%	10%	20%	14%	19%	16%	10%
5/11-12, 2021	3%	5%	11%	23%	12%	18%	14%	13%
4/27-28, 2021	3%	6%	9%	29%	10%	18%	16%	9%
4/13-14, 2021	3%	7%	11%	31%	8%	17%	14%	9%
3/30-31, 2021	2%	7%	13%	36%	11%	15%	8%	9%
3/15-16, 2021	3%	8%	10%	36%	15%	13%	10%	6%
3/2-3, 2021	3%	5%	15%	47%	8%	9%	10%	4%
2/17-18, 2021	2%	7%	18%	46%	5%	7%	10%	5%
2/2-3, 2021	1%	6%	17%	48%	5%	8%	10%	5%
1/20-21, 2021	2%	8%	20%	49%	2%	4%	10%	3%
12/9-10, 2020	3%	16%	20%	44%	1%	3%	9%	3%
11/24-25, 2020	2%	19%	24%	37%	1%	4%	9%	3%
11/10-11, 2020	4%	16%	20%	41%	2%	6%	7%	4%
10/27-28, 2020	4%	13%	17%	41%	3%	9%	8%	4%
10/13-14, 2020	3%	11%	17%	40%	4%	11%	9%	4%
9/29-30, 2020	5%	10%	13%	39%	5%	12%	10%	5%
9/15-16, 2020	3%	7%	16%	42%	6%	11%	9%	5%
9/1-2, 2020	3%	7%	14%	43%	6%	13%	9%	4%
8/18-19, 2020	2%	9%	20%	42%	5%	13%	7%	3%
8/4-5, 2020	2%	9%	21%	42%	3%	11%	9%	3%
7/21-22, 2020	3%	11%	20%	38%	4%	12%	8%	4%
6/23-24, 2020	3%	7%	17%	33%	9%	18%	9%	4%
6/8-9, 2020	3%	5%	15%	27%	21%	10%	6%	3%
5/28-29, 2020	2%	5%	13%	37%	18%	13%	8%	4%
5/14-15, 2020	2%	5%	16%	33%	22%	10%	7%	5%
5/4-5, 2020	2%	6%	18%	41%	17%	5%	8%	3%
4/27-28, 2020	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
<b>5/25-26, 2021</b>	9%	20%	49%	23%
<b>5/11-12, 2021</b>	9%	18%	47%	26%
<b>4/27-28, 2021</b>	8%	18%	53%	21%
<b>4/13-14, 2021</b>	9%	19%	49%	23%
<b>3/30-31, 2021</b>	9%	23%	48%	20%
<b>3/15-16, 2021</b>	10%	21%	49%	20%
<b>3/2-3, 2021</b>	9%	24%	52%	16%
<b>2/17-18, 2021</b>	10%	26%	46%	18%
<b>2/2-3, 2021</b>	7%	29%	47%	17%
<b>1/20-21, 2021</b>	7%	28%	46%	19%
<b>12/9-10, 2020</b>	9%	28%	46%	17%
<b>11/24-25, 2020</b>	9%	29%	46%	16%
<b>11/10-11, 2020</b>	9%	31%	46%	14%
<b>10/27-28, 2020</b>	12%	32%	42%	13%
<b>10/13-14, 2020</b>	11%	30%	43%	16%
<b>9/29-30, 2020</b>	11%	29%	43%	18%
<b>9/15-16, 2020</b>	10%	29%	43%	18%
<b>9/1-2, 2020</b>	9%	32%	42%	16%
<b>8/18-19, 2020</b>	11%	33%	44%	13%
<b>8/4-5, 2020</b>	9%	31%	45%	15%
<b>7/21-22, 2020</b>	10%	32%	46%	12%
<b>6/23-24, 2020</b>	7%	32%	46%	15%
<b>6/8-9, 2020</b>	7%	30%	46%	18%
<b>5/28-29, 2020</b>	7%	28%	48%	18%
<b>5/14-15, 2020</b>	10%	30%	42%	18%
<b>5/4-5, 2020</b>	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
5/25-26, 2021	6%	12%	39%	25%	17%
5/11-12, 2021	6%	12%	37%	26%	19%
4/27-28, 2021	5%	13%	41%	26%	16%
4/13-14, 2021	4%	15%	43%	23%	15%
3/30-31, 2021	8%	13%	41%	22%	15%
3/15-16, 2021	6%	14%	42%	24%	14%
3/2-3, 2021	6%	17%	43%	24%	10%
2/17-18, 2021	5%	17%	44%	21%	12%
2/2-3, 2021	6%	14%	44%	23%	12%
1/20-21, 2021	7%	15%	43%	23%	12%
12/9-10, 2020	6%	18%	44%	21%	11%
11/24-25, 2020	6%	16%	44%	23%	10%
11/10-11, 2020	8%	18%	41%	22%	11%
10/27-28, 2020	8%	15%	45%	21%	11%
10/13-14, 2020	7%	17%	44%	22%	10%
9/29-30, 2020	8%	17%	43%	21%	11%
9/15-16, 2020	7%	16%	42%	23%	12%
9/1-2, 2020	7%	16%	45%	22%	9%
8/18-19, 2020	7%	15%	48%	20%	11%
8/4-5, 2020	6%	15%	47%	21%	11%
7/21-22, 2020	7%	15%	47%	22%	9%
6/23-24, 2020	6%	15%	44%	23%	12%
6/8-9, 2020	6%	13%	45%	24%	12%
5/28-29, 2020	5%	16%	43%	24%	12%
5/14-15, 2020	8%	19%	41%	21%	12%
5/4-5, 2020	8%	19%	44%	20%	10%





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5. 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, 2021	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021
Dine out at a restaurant	78%	76%	78%	79%	83%
Go to a shopping center or mall	74%	71%	71%	75%	79%
Go to an outdoor event like a farmer's market, art fair, or sidewalk sale	68%	70%	73%	77%	76%
Go on any overnight trips, by car, less than 100 miles away	58%	64%	65%	70%	65%
Go on any overnight trips, by car, more than 100 miles away	59%	63%	65%	68%	64%
Go to a movie theater	-	44%	45%	49%	51%
Go to a museum	-	44%	46%	50%	49%
Go to a live concert, outdoors	-	36%	39%	45%	47%
Travel by plane within the U.S.	39%	42%	42%	46%	46%
Go to a sporting event	34%	34%	36%	41%	41%
Go to a live concert, indoors	-	28%	29%	35%	36%
Use a ride sharing service	27%	28%	29%	33%	33%
Travel by plane internationally	21%	22%	22%	26%	24%
Go on a cruise	15%	17%	16%	20%	20%

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

	3/15-16, 2021	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021
Very likely	26%	28%	31%	35%	30%
Somewhat likely	31%	37%	34%	34%	35%
Not very likely	23%	23%	21%	17%	20%
Not likely at all	19%	13%	14%	13%	15%
<i>Likely (Net)</i>	<i>58%</i>	<i>64%</i>	<i>65%</i>	<i>70%</i>	<i>65%</i>
<i>Not Likely (Net)</i>	<i>42%</i>	<i>36%</i>	<i>35%</i>	<i>30%</i>	<i>35%</i>





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

	<b>3/15-16, 2021</b>	<b>4/13-14, 2021</b>	<b>4/27-28, 2021</b>	<b>5/11-12, 2021</b>	<b>5/25-26, 2021</b>
Very likely	29%	28%	31%	36%	31%
Somewhat likely	30%	35%	34%	32%	33%
Not very likely	20%	24%	21%	17%	19%
Not likely at all	20%	13%	14%	15%	17%
<i>Likely (Net)</i>	<b>59%</b>	<b>63%</b>	<b>65%</b>	<b>68%</b>	<b>64%</b>
<i>Not Likely (Net)</i>	<b>41%</b>	<b>37%</b>	<b>35%</b>	<b>32%</b>	<b>36%</b>

### c. Travel by plane within the U.S.

	<b>3/15-16, 2021</b>	<b>4/13-14, 2021</b>	<b>4/27-28, 2021</b>	<b>5/11-12, 2021</b>	<b>5/25-26, 2021</b>
Very likely	19%	18%	19%	23%	22%
Somewhat likely	20%	24%	23%	23%	24%
Not very likely	25%	27%	28%	23%	25%
Not likely at all	36%	30%	30%	31%	28%
<i>Likely (Net)</i>	<b>39%</b>	<b>42%</b>	<b>42%</b>	<b>46%</b>	<b>46%</b>
<i>Not Likely (Net)</i>	<b>61%</b>	<b>58%</b>	<b>58%</b>	<b>54%</b>	<b>54%</b>

### d. Travel by plane internationally

	<b>3/15-16, 2021</b>	<b>4/13-14, 2021</b>	<b>4/27-28, 2021</b>	<b>5/11-12, 2021</b>	<b>5/25-26, 2021</b>
Very likely	8%	10%	9%	11%	10%
Somewhat likely	13%	12%	13%	15%	13%
Not very likely	22%	25%	25%	24%	27%
Not likely at all	57%	53%	53%	50%	50%
<i>Likely (Net)</i>	<b>21%</b>	<b>22%</b>	<b>22%</b>	<b>26%</b>	<b>24%</b>
<i>Not Likely (Net)</i>	<b>79%</b>	<b>78%</b>	<b>78%</b>	<b>74%</b>	<b>76%</b>

### e. Dine out at a restaurant

	<b>3/15-16, 2021</b>	<b>4/13-14, 2021</b>	<b>4/27-28, 2021</b>	<b>5/11-12, 2021</b>	<b>5/25-26, 2021</b>
Very likely	46%	42%	45%	48%	46%
Somewhat likely	32%	34%	33%	32%	36%
Not very likely	14%	15%	15%	12%	11%
Not likely at all	8%	9%	8%	9%	7%
<i>Likely (Net)</i>	<b>78%</b>	<b>76%</b>	<b>78%</b>	<b>79%</b>	<b>83%</b>
<i>Not Likely (Net)</i>	<b>22%</b>	<b>24%</b>	<b>22%</b>	<b>21%</b>	<b>17%</b>

### f. Go on a cruise

	<b>3/15-16, 2021</b>	<b>4/13-14, 2021</b>	<b>4/27-28, 2021</b>	<b>5/11-12, 2021</b>	<b>5/25-26, 2021</b>
Very likely	6%	6%	5%	8%	8%
Somewhat likely	8%	11%	11%	12%	12%
Not very likely	22%	26%	26%	26%	26%
Not likely at all	63%	57%	57%	54%	54%
<i>Likely (Net)</i>	<b>15%</b>	<b>17%</b>	<b>16%</b>	<b>20%</b>	<b>20%</b>
<i>Not Likely (Net)</i>	<b>85%</b>	<b>83%</b>	<b>84%</b>	<b>80%</b>	<b>80%</b>



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### g. Go to a sporting event

	<b>3/15-16, 2021</b>	<b>4/13-14, 2021</b>	<b>4/27-28, 2021</b>	<b>5/11-12, 2021</b>	<b>5/25-26, 2021</b>
Very likely	11%	14%	12%	17%	16%
Somewhat likely	23%	20%	23%	25%	25%
Not very likely	26%	31%	32%	28%	30%
Not likely at all	40%	35%	32%	31%	29%
<i>Likely (Net)</i>	<b>34%</b>	<b>34%</b>	<b>36%</b>	<b>41%</b>	<b>41%</b>
<i>Not Likely (Net)</i>	<b>66%</b>	<b>66%</b>	<b>64%</b>	<b>59%</b>	<b>59%</b>

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

	<b>3/15-16, 2021</b>	<b>4/13-14, 2021</b>	<b>4/27-28, 2021</b>	<b>5/11-12, 2021</b>	<b>5/25-26, 2021</b>
Very likely	28%	26%	29%	37%	36%
Somewhat likely	41%	43%	43%	40%	40%
Not very likely	19%	21%	18%	15%	14%
Not likely at all	13%	9%	9%	8%	10%
<i>Likely (Net)</i>	<b>68%</b>	<b>70%</b>	<b>73%</b>	<b>77%</b>	<b>76%</b>
<i>Not Likely (Net)</i>	<b>32%</b>	<b>30%</b>	<b>27%</b>	<b>23%</b>	<b>24%</b>

### i. Go to a shopping center or mall

	<b>3/15-16, 2021</b>	<b>4/13-14, 2021</b>	<b>4/27-28, 2021</b>	<b>5/11-12, 2021</b>	<b>5/25-26, 2021</b>
Very likely	38%	33%	34%	38%	39%
Somewhat likely	35%	38%	37%	37%	40%
Not very likely	16%	21%	19%	16%	13%
Not likely at all	10%	8%	9%	9%	8%
<i>Likely (Net)</i>	<b>74%</b>	<b>71%</b>	<b>71%</b>	<b>75%</b>	<b>79%</b>
<i>Not Likely (Net)</i>	<b>26%</b>	<b>29%</b>	<b>29%</b>	<b>25%</b>	<b>21%</b>

### j. Use a ride sharing service

	<b>3/15-16, 2021</b>	<b>4/13-14, 2021</b>	<b>4/27-28, 2021</b>	<b>5/11-12, 2021</b>	<b>5/25-26, 2021</b>
Very likely	10%	11%	10%	14%	14%
Somewhat likely	17%	17%	19%	19%	19%
Not very likely	26%	30%	28%	26%	29%
Not likely at all	47%	42%	43%	41%	38%
<i>Likely (Net)</i>	<b>27%</b>	<b>28%</b>	<b>29%</b>	<b>33%</b>	<b>33%</b>
<i>Not Likely (Net)</i>	<b>73%</b>	<b>72%</b>	<b>71%</b>	<b>67%</b>	<b>67%</b>

### k. Go to a live concert, indoors

	<b>4/13-14, 2021</b>	<b>4/27-28, 2021</b>	<b>5/11-12, 2021</b>	<b>5/25-26, 2021</b>
Very likely	9%	10%	13%	13%
Somewhat likely	19%	19%	22%	23%
Not very likely	34%	36%	32%	35%
Not likely at all	38%	35%	33%	29%
<i>Likely (Net)</i>	<b>28%</b>	<b>29%</b>	<b>35%</b>	<b>36%</b>
<i>Not Likely (Net)</i>	<b>72%</b>	<b>71%</b>	<b>65%</b>	<b>64%</b>







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### I. Go to a live concert, outdoors

	<b>4/13-14, 2021</b>	<b>4/27-28, 2021</b>	<b>5/11-12, 2021</b>	<b>5/25-26, 2021</b>
Very likely	11%	12%	18%	17%
Somewhat likely	25%	27%	27%	30%
Not very likely	35%	34%	29%	28%
Not likely at all	29%	27%	26%	24%
<i>Likely (Net)</i>	<b>36%</b>	<b>39%</b>	<b>45%</b>	<b>47%</b>
<i>Not Likely (Net)</i>	<b>64%</b>	<b>61%</b>	<b>55%</b>	<b>53%</b>

### m. Go to a movie theater

	<b>4/13-14, 2021</b>	<b>4/27-28, 2021</b>	<b>5/11-12, 2021</b>	<b>5/25-26, 2021</b>
Very likely	16%	17%	20%	19%
Somewhat likely	29%	28%	29%	32%
Not very likely	28%	29%	27%	28%
Not likely at all	27%	26%	24%	22%
<i>Likely (Net)</i>	<b>44%</b>	<b>45%</b>	<b>49%</b>	<b>51%</b>
<i>Not Likely (Net)</i>	<b>56%</b>	<b>55%</b>	<b>51%</b>	<b>49%</b>

### n. Go to a museum

	<b>4/13-14, 2021</b>	<b>4/27-28, 2021</b>	<b>5/11-12, 2021</b>	<b>5/25-26, 2021</b>
Very likely	10%	13%	18%	14%
Somewhat likely	34%	33%	32%	35%
Not very likely	36%	35%	30%	30%
Not likely at all	20%	20%	20%	20%
<i>Likely (Net)</i>	<b>44%</b>	<b>46%</b>	<b>50%</b>	<b>49%</b>
<i>Not Likely (Net)</i>	<b>56%</b>	<b>54%</b>	<b>50%</b>	<b>51%</b>



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6. **[Asked 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

	<b>4/27-28, 2020 (N=304)</b>	<b>5/11-12, 2020 (N=289)</b>	<b>5/25-26, 2021 (N=337)</b>
Take your child(ren) to visit family or friends	84%	85%	88%
Allow your child(ren) to visit with friends indoors	74%	76%	80%
Go to an amusement park with your child(ren)	57%	57%	67%
Go to a museum with your child(ren)	60%	60%	64%
Enroll your child(ren) in youth sports or other group activities	57%	56%	64%
Go to a movie theater with your child(ren)	55%	54%	62%
Take your child(ren) to a live sporting event	43%	54%	55%
Leave your child(ren) with a babysitter or nanny	42%	49%	54%
Have your child(ren) travel on a plane	43%	46%	52%
Send your child(ren) to day camp	40%	42%	52%
Send your child(ren) to overnight camp	32%	32%	42%

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

	<b>4/27-28, 2020 (N=304)</b>	<b>5/11-12, 2020 (N=289)</b>	<b>5/25-26, 2021 (N=337)</b>
Very likely	21%	20%	23%
Somewhat likely	22%	26%	29%
Not very likely	28%	20%	26%
Not likely at all	29%	33%	22%
<i>Likely (Net)</i>	<b>43%</b>	<b>46%</b>	<b>52%</b>
<i>Not Likely (Net)</i>	<b>57%</b>	<b>54%</b>	<b>48%</b>

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

	<b>4/27-28, 2020 (N=304)</b>	<b>5/11-12, 2020 (N=289)</b>	<b>5/25-26, 2021 (N=337)</b>
Very likely	19%	16%	21%
Somewhat likely	20%	27%	30%
Not very likely	25%	28%	25%
Not likely at all	35%	30%	24%
<i>Likely (Net)</i>	<b>40%</b>	<b>42%</b>	<b>52%</b>
<i>Not Likely (Net)</i>	<b>60%</b>	<b>58%</b>	<b>48%</b>





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c. Send your child(ren) to overnight camp

	<b>4/27-28, 2020 (N=304)</b>	<b>5/11-12, 2020 (N=289)</b>	<b>5/25-26, 2021 (N=337)</b>
Very likely	11%	13%	20%
Somewhat likely	21%	19%	22%
Not very likely	27%	30%	29%
Not likely at all	41%	37%	29%
<i>Likely (Net)</i>	32%	32%	42%
<i>Not Likely (Net)</i>	68%	68%	58%

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

	<b>4/27-28, 2020 (N=304)</b>	<b>5/11-12, 2020 (N=289)</b>	<b>5/25-26, 2021 (N=337)</b>
Very likely	17%	28%	23%
Somewhat likely	26%	26%	32%
Not very likely	32%	23%	26%
Not likely at all	25%	22%	19%
<i>Likely (Net)</i>	43%	54%	55%
<i>Not Likely (Net)</i>	57%	46%	45%

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

	<b>4/27-28, 2020 (N=304)</b>	<b>5/11-12, 2020 (N=289)</b>	<b>5/25-26, 2021 (N=337)</b>
Very likely	26%	27%	25%
Somewhat likely	28%	27%	37%
Not very likely	23%	22%	24%
Not likely at all	22%	24%	14%
<i>Likely (Net)</i>	55%	54%	62%
<i>Not Likely (Net)</i>	45%	46%	38%

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

	<b>4/27-28, 2020 (N=304)</b>	<b>5/11-12, 2020 (N=289)</b>	<b>5/25-26, 2021 (N=337)</b>
Very likely	21%	27%	27%
Somewhat likely	39%	33%	37%
Not very likely	24%	24%	25%
Not likely at all	16%	16%	11%
<i>Likely (Net)</i>	60%	60%	64%
<i>Not Likely (Net)</i>	40%	40%	36%

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

	<b>4/27-28, 2020 (N=304)</b>	<b>5/11-12, 2020 (N=289)</b>	<b>5/25-26, 2021 (N=337)</b>
Very likely	22%	25%	28%
Somewhat likely	35%	32%	39%
Not very likely	27%	25%	21%
Not likely at all	16%	18%	13%
<i>Likely (Net)</i>	<i>57%</i>	<i>57%</i>	<i>67%</i>
<i>Not Likely (Net)</i>	<i>43%</i>	<i>43%</i>	<i>33%</i>

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

	<b>4/27-28, 2020 (N=304)</b>	<b>5/11-12, 2020 (N=289)</b>	<b>5/25-26, 2021 (N=337)</b>
Very likely	46%	54%	48%
Somewhat likely	39%	31%	40%
Not very likely	9%	10%	7%
Not likely at all	7%	5%	5%
<i>Likely (Net)</i>	<i>84%</i>	<i>85%</i>	<i>88%</i>
<i>Not Likely (Net)</i>	<i>16%</i>	<i>15%</i>	<i>12%</i>

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

	<b>4/27-28, 2020 (N=304)</b>	<b>5/11-12, 2020 (N=289)</b>	<b>5/25-26, 2021 (N=337)</b>
Very likely	15%	20%	19%
Somewhat likely	27%	30%	35%
Not very likely	24%	22%	26%
Not likely at all	34%	28%	20%
<i>Likely (Net)</i>	<i>42%</i>	<i>49%</i>	<i>54%</i>
<i>Not Likely (Net)</i>	<i>58%</i>	<i>51%</i>	<i>46%</i>

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

	<b>4/27-28, 2020 (N=304)</b>	<b>5/11-12, 2020 (N=289)</b>	<b>5/25-26, 2021 (N=337)</b>
Very likely	26%	27%	29%
Somewhat likely	30%	29%	34%
Not very likely	22%	23%	21%
Not likely at all	22%	22%	15%
<i>Likely (Net)</i>	<i>57%</i>	<i>56%</i>	<i>64%</i>
<i>Not Likely (Net)</i>	<i>43%</i>	<i>44%</i>	<i>36%</i>



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

	<b>4/27-28, 2020 (N=304)</b>	<b>5/11-12, 2020 (N=289)</b>	<b>5/25-26, 2021 (N=337)</b>
Very likely	34%	38%	36%
Somewhat likely	40%	38%	44%
Not very likely	18%	15%	13%
Not likely at all	8%	9%	7%
<i>Likely (Net)</i>	<i>74%</i>	<i>76%</i>	<i>80%</i>
<i>Not Likely (Net)</i>	<i>26%</i>	<i>24%</i>	<i>20%</i>

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

	<b>4/13-14, 2021</b>	<b>4/27-28, 2021</b>	<b>5/11-12, 2021</b>	<b>5/25-26, 2021</b>
1 dose	17%	16%	11%	11%
2 doses or all dosages needed	38%	47%	53%	59%
None, but I plan to get the vaccine	21%	17%	13%	11%
None, and I do not plan to get the vaccine	23%	20%	23%	19%

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

	<b>3/2-3, 2021</b>	<b>3/15-16, 2021</b>	<b>4/13-14, 2021</b>	<b>5/11-12, 2021</b>	<b>5/25-26, 2021</b>
Yes, working mostly from home	18%	16%	18%	16%	16%
Yes, working completely from home	16%	18%	15%	14%	17%
No	34%	32%	35%	37%	36%
I am not currently working	33%	33%	32%	32%	31%
<i>Yes (Net)</i>	<i>34%</i>	<i>34%</i>	<i>33%</i>	<i>31%</i>	<i>33%</i>

### 9. 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?

	<b>3/2-3, 2021</b>	<b>3/15-16, 2021</b>	<b>5/25-26, 2021</b>
All at home	9%	12%	11%
Mostly at home	16%	15%	15%
Evenly split at home and at the office	22%	17%	18%
Mostly at the office	14%	12%	9%
All at the office	13%	14%	18%
Don't know/Not applicable	26%	30%	27%
<i>At Home (Net)</i>	<i>25%</i>	<i>27%</i>	<i>26%</i>
<i>At the Office (Net)</i>	<i>27%</i>	<i>26%</i>	<i>28%</i>





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10. [Asked if employed full-time, part-time, or self-employed] As workplaces continue to re-open, which of the following will change for you? Please select all that apply.

	<b>5/25-26, 2021 (N=667)</b>
Your commute	25%
What you wear on workdays	20%
Morning wake-up time will be earlier	18%
Your meal planning	18%
Will go to sleep earlier	18%
Morning beauty/grooming routine	17%
How you shop for food	16%
The timing of your meals during the workday	14%
Your clothing purchases	12%
The number of snacks you eat during the workday	12%
The types of snacks you eat during the workday	11%
Where you shop for food	11%
Will go to sleep later	8%
Morning wake-up time will be later	7%
Your home internet speed/provider	7%
None of these/Not applicable	38%

11. How do you expect your total household spending to change over the next three months compared to now?

	<b>5/25-26, 2021</b>
It will increase a lot	6%
It will increase a little	21%
It will not change	51%
It will decrease a little	9%
It will decrease a lot	6%
Don't know	8%
<i>Increase (Net)</i>	<i>26%</i>
<i>Decrease (Net)</i>	<i>15%</i>





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12. Based on your experience with the pandemic, which of these statements comes closest to your view, even if neither is exactly right?

	5/25-26, 2021
It is more important for me to be focused on the present and my plans for right now	58%
It is more important for me to be focused on making plans for the future	42%

13. As the re-opening continues, how much do you agree or disagree with the following statements?

### Total Agree Summary

	5/25-26, 2021
It is important to be careful and always have savings to cope with unexpected events	81%
I value time with family more	73%
I value my leisure/free time more	70%
I value time with friends more	67%
I want to save more than I have done in the past	66%
I find it easier to keep to a routine	62%
It's important to enjoy life today, tomorrow will take care of itself	58%
Money is to be enjoyed, when I have it, I spend it	38%

a. I value my leisure/free time more

	5/25-26, 2021
Strongly agree	31%
Somewhat agree	39%
Neither agree nor disagree	24%
Somewhat disagree	4%
Strongly disagree	2%
<i>Agree (Net)</i>	<i>70%</i>
<i>Disagree (Net)</i>	<i>5%</i>





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b. I find it easier to keep to a routine

	<b>5/25-26, 2021</b>
Strongly agree	22%
Somewhat agree	40%
Neither agree nor disagree	28%
Somewhat disagree	7%
Strongly disagree	2%
<i>Agree (Net)</i>	<b>62%</b>
<i>Disagree (Net)</i>	<b>9%</b>

c. I value time with friends more

	<b>5/25-26, 2021</b>
Strongly agree	25%
Somewhat agree	42%
Neither agree nor disagree	25%
Somewhat disagree	5%
Strongly disagree	3%
<i>Agree (Net)</i>	<b>67%</b>
<i>Disagree (Net)</i>	<b>8%</b>

d. I value time with family more

	<b>5/25-26, 2021</b>
Strongly agree	39%
Somewhat agree	34%
Neither agree nor disagree	21%
Somewhat disagree	4%
Strongly disagree	3%
<i>Agree (Net)</i>	<b>73%</b>
<i>Disagree (Net)</i>	<b>6%</b>

e. It's important to enjoy life today, tomorrow will take care of itself

	<b>5/25-26, 2021</b>
Strongly agree	19%
Somewhat agree	39%
Neither agree nor disagree	26%
Somewhat disagree	12%
Strongly disagree	4%
<i>Agree (Net)</i>	<b>58%</b>
<i>Disagree (Net)</i>	<b>16%</b>





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- f. It is important to be careful and always have savings to cope with unexpected events

	<b>5/25-26, 2021</b>
Strongly agree	46%
Somewhat agree	35%
Neither agree nor disagree	15%
Somewhat disagree	2%
Strongly disagree	2%
<i>Agree (Net)</i>	<i>81%</i>
<i>Disagree (Net)</i>	<i>4%</i>

- g. I want to save more than I have done in the past

	<b>5/25-26, 2021</b>
Strongly agree	31%
Somewhat agree	36%
Neither agree nor disagree	25%
Somewhat disagree	7%
Strongly disagree	2%
<i>Agree (Net)</i>	<i>66%</i>
<i>Disagree (Net)</i>	<i>9%</i>

- h. Money is to be enjoyed, when I have it, I spend it

	<b>5/25-26, 2021</b>
Strongly agree	11%
Somewhat agree	26%
Neither agree nor disagree	30%
Somewhat disagree	23%
Strongly disagree	9%
<i>Agree (Net)</i>	<i>38%</i>
<i>Disagree (Net)</i>	<i>32%</i>





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14. Which of the following is most important to you today? You may select up to three that are most important.

	<b>5/25-26, 2021</b>
Saving for the future	44%
Staying safe from COVID-19	43%
Finding time to care for yourself, both physically and mentally	43%
Managing household budget	28%
Adjusting to the re-opening of the economy	17%
Getting more free time	16%
Finding a better or new job	14%
<b>[Asked if parent]</b> Prioritizing your child's well-being	(N=337) 11%
<b>[Asked if employed full-time, part-time, or self-employed]</b> Meeting the demands of your current job	(N=667) 9%
None of these	7%





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### About the Study

These are some of the findings of the twenty-ninth wave of an Ipsos poll conducted between May 25-26, 2021. For this survey, a sample of 1,178 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 twenty-seventh wave was conducted April 27-28, 2021 among 1,115 adults.
- The twenty-eighth wave was conducted May 11-12, 2021 among 1,167 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





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Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,178, DEFF=1.5, adjusted Confidence Interval= $\pm$ 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, twenty-third, twenty-fourth, twenty-fifth, twenty-sixth, twenty-seventh and twenty-eighth 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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