



TOPLINE & METHODOLOGY

While Still High, Mask Use Among Americans Continues to Decline

Washington, DC, May 5, 2021 – A new Ipsos poll shows that just over half of Americans continue wearing a mask at all times, even after the CDC recently announced a relaxation in guidance for the vaccinated. However, among the vaccinated, mask use ‘at all times’ has declined by about 10%.

Detailed Findings

1. A majority of Americans (57%) report wearing a mask at all times when they leave the house, while half say they always maintain a distance of at least 6 feet from other people.
 - Eight percent report never wearing a mask, while only 4% report never social distancing.
2. This mask wearing number is down slightly from the April 16-19 Axios-Ipsos Coronavirus Index.
 - Much of the decline appears to be with the vaccinated (74% -> 63% at all times) with the unvaccinated mostly stable in mask use (49% -> 47% at all times).
3. Forty-three percent, a plurality of Americans, are in favor of the CDC’s recent update of their mask usage recommendations.
 - One in five Americans (21%) have not heard of the new CDC mask guidance.
 - Baby Boomers (49%) and Gen Xers (46%) are more likely than Gen Zers (34%) and Millennials (35%) to be in favor of the recommendation update.

These are the findings of an Ipsos poll conducted between April 30 – May 3, 2021. For this study, a sample of 1,022 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a margin of error of plus or minus 3.3 percentage points for all respondents.



TOPLINE & METHODOLOGY

Ipsos Understanding Society Poll

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)

Interview dates: April 30 – May 3, 2021
Number of interviews: 1022
Number of Gen Z interviews: 113
Number of Millennial interviews: 211
Number of Gen X interviews: 250
Number of Baby Boomer interviews: 448

Margin of error: +/-3.3 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents

Annotated Questionnaire:

1. When leaving your home are you...?
 - a. Wearing a mask

	Total	Gen Z	Millennials	Gen X	Baby Boomers
At all times	57%	65%	57%	51%	59%
Sometimes but not all the time	24%	22%	24%	25%	25%
Occasionally but not often	11%	9%	10%	14%	10%
Never	8%	4%	9%	10%	7%
Skipped	*	-	1%	1%	-

Trend by vaccination status

	Apr 30-May 3		Apr 16-19	
	Vaccinated	Not vaccinated	Vaccinated	Not vaccinated
At all times	63%	47%	74%	49%
Sometimes but not all the time	27%	19%	20%	28%
Occasionally but not often	6%	20%	5%	16%
Never	4%	14%	1%	7%
Skipped	-	-	-	-



TOPLINE & METHODOLOGY

Axios-Ipsos Coronavirus Index: Wearing a mask

Wave:	<u>At all times</u>	<u>Sometimes, but not all the time</u>	<u>Occasionally, but not often</u>	<u>Never</u>	<u>Skipped</u>
April 16-19	63	24	10	4	*
April 2-5	68	20	8	3	-
March 19-22	71	16	9	3	*
March 5-8	74	15	8	3	*
February 26-March 1	73	17	7	2	*
February 19-22	73	16	7	3	1
February 5-8	73	18	7	2	*
January 29-February 1	75	17	6	2	*
January 22-25	76	16	5	2	*
January 8-11	74	18	6	2	*
December 18-21	76	16	6	3	*
December 11-14	72	20	4	3	1
December 4-7	73	17	5	4	*
November 20-23	72	20	5	2	*
November 13-16	69	21	7	2	1
October 23-26	66	22	8	3	*
October 16-19	68	22	6	3	1
October 1-5	65	23	8	3	*
September 24-27	68	20	9	2	*
September 18-21	68	21	7	3	*
September 11-14	67	22	7	3	1
August 28-31	65	24	9	2	*
August 21-24	68	22	7	3	1
August 14-17	65	23	8	4	1
August 7-10	67	22	9	2	1
July 31-August 3	67	22	8	3	*
July 24-27	63	24	8	3	1
July 17-20	62	26	8	3	*
July 10-13	62	23	8	6	1
June 26-29	53	30	10	7	*
June 19-22	51	29	11	7	1
June 12-15	50	29	12	8	1
June 5-8	48	28	13	10	*
May 29-June 1	50	27	12	10	1
May 15-18	51	28	10	10	*
May 8-11	50	28	11	10	1
May 1-4	45	28	13	14	*
April 24-27	43	26	12	19	1
April 17-20	34	30	13	22	1
April 10-13	30	27	15	28	*

TOPLINE & METHODOLOGY

b. Maintaining a distance of at least 6 feet from other people

	Total	Gen Z	Millennials	Gen X	Baby Boomers
At all times	49%	49%	49%	47%	51%
Sometimes but not all the time	37%	43%	30%	34%	40%
Occasionally but not often	9%	4%	12%	12%	7%
Never	4%	3%	9%	5%	2%
Skipped	1%	1%	1%	1%	-

2. Have you personally...?

	Total	Gen Z	Millennials	Gen X	Baby Boomers
Received the first dose of the COVID-19 vaccine	13%	25%	15%	17%	6%
Received the second dose or single-shot COVID-19 vaccine	53%	34%	38%	43%	72%
Have not received any COVID-19 vaccine, but plan to	11%	17%	15%	11%	8%
Unlikely to get the COVID-19 vaccine	22%	23%	31%	27%	14%
Skipped	1%	1%	1%	2%	*

3. As you may have heard, the CDC updated their recommendations for mask usage this week. Are you in favor or opposition of this update?

	Total	Gen Z	Millennials	Gen X	Baby Boomers
Strongly favor	26%	20%	24%	28%	27%
Somewhat favor	18%	14%	11%	19%	22%
Neither favor nor oppose	22%	24%	22%	20%	22%
Somewhat oppose	7%	6%	6%	6%	9%
Strongly oppose	6%	3%	7%	8%	6%
Have not heard about the update yet	21%	32%	30%	18%	14%
Skipped	1%	-	1%	1%	1%
Favor (Net)	43%	34%	35%	46%	49%
Oppose (Net)	13%	9%	12%	15%	15%



TOPLINE & METHODOLOGY

About the Study

This poll was conducted April 30 – May 3, 2021, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,022 general population adults age 18 or older. The sample includes 113 Gen Zers, 211 Millennials, 250 Gen Xers, and 448 Baby Boomers. Generation Z includes ages 18-25, Millennials include ages 26-39, Generation X includes ages 40-55, and Baby Boomers include ages older than 55.

The margin of sampling error is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.19. The margin of sampling error is higher and varies for results based on other sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, race/ethnicity by gender, race/ethnicity by age, and race/ethnicity by education. The demographic benchmarks came from the 2019 March supplement of the U.S. Census Bureau's Current Population Survey (CPS). The weighting categories were as follows:

- Gender (Male, Female) by Age (18–25, 26–39, 40-54 and 55+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Latinx, Asian, Other)
- Education (High School graduate or less, Some College, Bachelor and beyond)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Gender (Male, Female)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Age (18-44, 45+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Education (Some College or less, Bachelor and beyond)





TOPLINE & METHODOLOGY

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).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com

