



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, June 24, 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
6/22-23, 2021 (N=1,176)	18%	7%	11%	27%	53%	26%	27%	2%
6/8-9, 2021 (N=1,177)	17%	6%	11%	28%	54%	27%	26%	2%
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%





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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
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%
6/23-24, 2020 (N=1,113)	31%	14%	17%	34%	33%	20%	12%	2%
6/8-9, 2020 (N=1,113)	28%	12%	16%	32%	38%	23%	16%	2%
5/28-29, 2020 (N=1,113)	30%	12%	18%	34%	34%	20%	14%	2%
5/14-15, 2020 (N=1,114)	31%	13%	18%	36%	30%	18%	12%	3%
5/4-5, 2020 (N=1,114)	34%	15%	19%	35%	28%	17%	11%	2%
4/27-28, 2020 (N=1,112)	32%	15%	17%	34%	31%	20%	11%	
4/17-20, 2020 (N=1,111)	32%	10%	22%	35%	31%	21%	10%	2%
4/10-13, 2020 (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
6/22-23, 2021	2%	4%	9%	16%	7%	21%	24%	16%
6/8-9, 2021	2%	4%	8%	15%	12%	23%	22%	15%
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
6/22-23, 2021	6%	17%	47%	29%
6/8-9, 2021	7%	16%	50%	27%
5/25-26, 2021	9%	20%	49%	23%
5/11-12, 2021	9%	18%	47%	26%
4/27-28, 2021	8%	18%	53%	21%
4/13-14, 2021	9%	19%	49%	23%
3/30-31, 2021	9%	23%	48%	20%
3/15-16, 2021	10%	21%	49%	20%
3/2-3, 2021	9%	24%	52%	16%
2/17-18, 2021	10%	26%	46%	18%
2/2-3, 2021	7%	29%	47%	17%
1/20-21, 2021	7%	28%	46%	19%
12/9-10, 2020	9%	28%	46%	17%
11/24-25, 2020	9%	29%	46%	16%
11/10-11, 2020	9%	31%	46%	14%
10/27-28, 2020	12%	32%	42%	13%
10/13-14, 2020	11%	30%	43%	16%
9/29-30, 2020	11%	29%	43%	18%
9/15-16, 2020	10%	29%	43%	18%
9/1-2, 2020	9%	32%	42%	16%
8/18-19, 2020	11%	33%	44%	13%
8/4-5, 2020	9%	31%	45%	15%
7/21-22, 2020	10%	32%	46%	12%
6/23-24, 2020	7%	32%	46%	15%
6/8-9, 2020	7%	30%	46%	18%
5/28-29, 2020	7%	28%	48%	18%
5/14-15, 2020	10%	30%	42%	18%
5/4-5, 2020	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
6/22-23, 2021	4%	11%	35%	28%	21%
6/8-9, 2021	5%	11%	35%	31%	18%
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. As mask mandates are being relaxed in many areas due to new CDC guidelines for the vaccinated, to what extent would the following make you more comfortable as you shop in grocery stores, malls and other retail locations?

Total More Comfortable Summary

	6/8-9, 2021	6/22-23, 2021
Require masks for staff and customers	51%	47%
Require masks for all staff regardless of vaccination status	48%	46%
Check vaccination status of all staff	47%	48%
Require masks for unvaccinated customers on an honor system	42%	42%
Require masks for vaccinated staff	40%	36%
Check vaccination status of all customers	39%	39%
No masks for anyone	26%	26%

a. Require masks for staff and customers

	6/8-9, 2021	6/22-23, 2021
Much more comfortable	25%	23%
Somewhat more comfortable	26%	24%
Neither more nor less comfortable	28%	30%
Somewhat less comfortable	5%	8%
Much less comfortable	12%	12%
Don't know/doesn't apply	4%	4%
<i>More Comfortable (Net)</i>	<i>51%</i>	<i>47%</i>
<i>Less Comfortable (Net)</i>	<i>18%</i>	<i>19%</i>

b. Require masks for all staff regardless of vaccination status

	6/8-9, 2021	6/22-23, 2021
Much more comfortable	25%	24%
Somewhat more comfortable	23%	22%
Neither more nor less comfortable	31%	33%
Somewhat less comfortable	5%	7%
Much less comfortable	11%	11%
Don't know/doesn't apply	4%	3%
<i>More Comfortable (Net)</i>	<i>48%</i>	<i>46%</i>
<i>Less Comfortable (Net)</i>	<i>16%</i>	<i>17%</i>





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c. Require masks for vaccinated staff

	6/8-9, 2021	6/22-23, 2021
Much more comfortable	20%	17%
Somewhat more comfortable	20%	19%
Neither more nor less comfortable	36%	41%
Somewhat less comfortable	6%	5%
Much less comfortable	12%	12%
Don't know/doesn't apply	6%	5%
<i>More Comfortable (Net)</i>	40%	36%
<i>Less Comfortable (Net)</i>	18%	18%

d. Require masks for unvaccinated customers on an honor system

	6/8-9, 2021	6/22-23, 2021
Much more comfortable	20%	21%
Somewhat more comfortable	22%	21%
Neither more nor less comfortable	29%	31%
Somewhat less comfortable	10%	11%
Much less comfortable	15%	13%
Don't know/doesn't apply	5%	3%
<i>More Comfortable (Net)</i>	42%	42%
<i>Less Comfortable (Net)</i>	24%	24%

e. Check vaccination status of all staff

	6/8-9, 2021	6/22-23, 2021
Much more comfortable	25%	24%
Somewhat more comfortable	22%	23%
Neither more nor less comfortable	28%	30%
Somewhat less comfortable	5%	5%
Much less comfortable	14%	13%
Don't know/doesn't apply	7%	4%
<i>More Comfortable (Net)</i>	47%	48%
<i>Less Comfortable (Net)</i>	19%	18%

f. Check vaccination status of all customers

	6/8-9, 2021	6/22-23, 2021
Much more comfortable	19%	19%
Somewhat more comfortable	20%	20%
Neither more nor less comfortable	29%	32%
Somewhat less comfortable	6%	7%
Much less comfortable	18%	17%
Don't know/doesn't apply	8%	6%
<i>More Comfortable (Net)</i>	39%	39%
<i>Less Comfortable (Net)</i>	24%	24%





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g. No masks for anyone

	6/8-9, 2021	6/22-23, 2021
Much more comfortable	17%	17%
Somewhat more comfortable	9%	9%
Neither more nor less comfortable	21%	22%
Somewhat less comfortable	19%	20%
Much less comfortable	31%	29%
Don't know/doesn't apply	3%	2%
<i>More Comfortable (Net)</i>	<i>26%</i>	<i>26%</i>
<i>Less Comfortable (Net)</i>	<i>49%</i>	<i>49%</i>

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

	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	6/22-23, 2021
1 dose	17%	16%	11%	11%	7%	7%
2 doses or all dosages needed	38%	47%	53%	59%	60%	61%
None, but I plan to get the vaccine	21%	17%	13%	11%	12%	9%
None, and I do not plan to get the vaccine	23%	20%	23%	19%	21%	22%

7. Compared to the start of this year, how, if at all, has your usage of the following changed?

a. Social media (Facebook, Instagram, Tiktok, etc.)

	6/22-23, 2021
I am using/doing this more	26%
I am using/doing this less	9%
I am using/doing this about the same	49%
I don't use/do this	14%
Don't know	1%

b. Shopping online or via apps (Amazon, retailer sites, etc.)

	6/22-23, 2021
I am using/doing this more	33%
I am using/doing this less	7%
I am using/doing this about the same	50%
I don't use/do this	9%
Don't know	1%

c. Delivery from restaurants

	6/22-23, 2021
I am using/doing this more	20%
I am using/doing this less	11%
I am using/doing this about the same	31%
I don't use/do this	38%
Don't know	1%





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d. Delivery from grocery stores

	6/22-23, 2021
I am using/doing this more	17%
I am using/doing this less	9%
I am using/doing this about the same	18%
I don't use/do this	55%
Don't know	1%

e. Banking and finance sites and apps

	6/22-23, 2021
I am using/doing this more	22%
I am using/doing this less	6%
I am using/doing this about the same	60%
I don't use/do this	10%
Don't know	2%

8. In thinking about the upcoming 4th of July holiday in a few weeks, how do you expect to celebrate?

	6/22-23, 2021
In a bigger way than I did the past couple of years, before COVID	8%
Similar to how I celebrated before COVID	36%
Similar to how I celebrated last year during COVID	20%
In a smaller way than I did the past couple of years, before COVID	13%
I don't plan to celebrate at all	22%

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

	3/2-3, 2021	3/15-16, 2021	4/13-14, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	6/22-23, 2021
Yes, working mostly from home	18%	16%	18%	16%	16%	13%	14%
Yes, working completely from home	16%	18%	15%	14%	17%	16%	14%
No	34%	32%	35%	37%	36%	38%	40%
I am not currently working	33%	33%	32%	32%	31%	32%	32%
<i>Yes (Net)</i>	34%	34%	33%	31%	33%	30%	28%





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10. [Asked if Q9 = “Yes, working mostly from home” OR “Yes, working completely from home”] Thinking of a time when the pandemic restrictions are lifted, to what extent do you agree or disagree with the following statements?

Total Agree Summary

	3/2-3, 2021 (N=352)	6/22-23, 2021 (N=300)
Employers should be more flexible in terms of requiring employees to go to an office	76%	72%
I want flexibility in the amount of time I go into the office	72%	73%
I am more productive with a flexible work schedule	70%	72%
I want to return to the office occasionally	62%	55%
I miss being around my coworkers	59%	52%
If my employer expected me to return to the office full time, I would consider looking for another job that didn't require me to return to the office, given the same salary and responsibility	42%	43%
I want to return to the office full time	40%	32%
I feel more burned out by work when I work from home	40%	34%
My home is a difficult place to be productive	34%	30%
My office is a difficult place to be productive	-	36%
I expect my employer to tell me which days to be in the office	-	43%
I intend to return to the office mostly for meetings	-	46%

- a. I want to return to the office full time

	3/2-3, 2021 (N=352)	6/22-23, 2021 (N=300)
Strongly agree	15%	11%
Somewhat agree	25%	21%
Neither agree nor disagree	19%	21%
Somewhat disagree	16%	16%
Strongly disagree	25%	31%
<i>Agree (Net)</i>	<i>40%</i>	<i>32%</i>
<i>Disagree (Net)</i>	<i>41%</i>	<i>47%</i>





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b. I want to return to the office occasionally

	3/2-3, 2021 (N=352)	6/22-23, 2021 (N=300)
Strongly agree	20%	15%
Somewhat agree	42%	40%
Neither agree nor disagree	17%	23%
Somewhat disagree	11%	7%
Strongly disagree	10%	15%
<i>Agree (Net)</i>	<i>62%</i>	<i>55%</i>
<i>Disagree (Net)</i>	<i>21%</i>	<i>22%</i>

c. If my employer expected me to return to the office full time, I would consider looking for another job that didn't require me to return to the office, given the same salary and responsibility

	3/2-3, 2021 (N=352)	6/22-23, 2021 (N=300)
Strongly agree	15%	17%
Somewhat agree	27%	26%
Neither agree nor disagree	29%	28%
Somewhat disagree	16%	13%
Strongly disagree	13%	16%
<i>Agree (Net)</i>	<i>42%</i>	<i>43%</i>
<i>Disagree (Net)</i>	<i>29%</i>	<i>30%</i>

d. I want flexibility in the amount of time I go into the office

	3/2-3, 2021 (N=352)	6/22-23, 2021 (N=300)
Strongly agree	35%	38%
Somewhat agree	38%	35%
Neither agree nor disagree	20%	19%
Somewhat disagree	5%	5%
Strongly disagree	3%	3%
<i>Agree (Net)</i>	<i>72%</i>	<i>73%</i>
<i>Disagree (Net)</i>	<i>7%</i>	<i>8%</i>

e. I am more productive with a flexible work schedule

	3/2-3, 2021 (N=352)	6/22-23, 2021 (N=300)
Strongly agree	34%	39%
Somewhat agree	36%	32%
Neither agree nor disagree	19%	18%
Somewhat disagree	10%	6%
Strongly disagree	1%	4%
<i>Agree (Net)</i>	<i>70%</i>	<i>72%</i>
<i>Disagree (Net)</i>	<i>11%</i>	<i>10%</i>





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f. My home is a difficult place to be productive

	3/2-3, 2021 (N=352)	6/22-23, 2021 (N=300)
Strongly agree	11%	9%
Somewhat agree	23%	21%
Neither agree nor disagree	20%	22%
Somewhat disagree	23%	16%
Strongly disagree	23%	32%
<i>Agree (Net)</i>	<i>34%</i>	<i>30%</i>
<i>Disagree (Net)</i>	<i>46%</i>	<i>47%</i>

g. My office is a difficult place to be productive

	6/22-23, 2021 (N=300)
Strongly agree	13%
Somewhat agree	23%
Neither agree nor disagree	28%
Somewhat disagree	21%
Strongly disagree	15%
<i>Agree (Net)</i>	<i>36%</i>
<i>Disagree (Net)</i>	<i>15%</i>

h. I feel more burned out by work when I work from home

	3/2-3, 2021 (N=352)	6/22-23, 2021 (N=300)
Strongly agree	11%	10%
Somewhat agree	29%	24%
Neither agree nor disagree	20%	19%
Somewhat disagree	22%	20%
Strongly disagree	19%	26%
<i>Agree (Net)</i>	<i>40%</i>	<i>34%</i>
<i>Disagree (Net)</i>	<i>41%</i>	<i>47%</i>

i. I miss being around my coworkers

	3/2-3, 2021 (N=352)	6/22-23, 2021 (N=300)
Strongly agree	15%	17%
Somewhat agree	44%	35%
Neither agree nor disagree	20%	25%
Somewhat disagree	9%	10%
Strongly disagree	11%	13%
<i>Agree (Net)</i>	<i>59%</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>20%</i>	<i>23%</i>





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j. Employers should be more flexible in terms of requiring employees to go to an office

	3/2-3, 2021 (N=352)	6/22-23, 2021 (N=300)
Strongly agree	39%	37%
Somewhat agree	37%	35%
Neither agree nor disagree	18%	22%
Somewhat disagree	4%	4%
Strongly disagree	2%	2%
<i>Agree (Net)</i>	<i>76%</i>	<i>72%</i>
<i>Disagree (Net)</i>	<i>6%</i>	<i>6%</i>

k. I expect my employer to tell me which days to be in the office

	6/22-23, 2021 (N=300)
Strongly agree	15%
Somewhat agree	28%
Neither agree nor disagree	28%
Somewhat disagree	15%
Strongly disagree	14%
<i>Agree (Net)</i>	<i>43%</i>
<i>Disagree (Net)</i>	<i>28%</i>

l. I intend to return to the office mostly for meetings

	6/22-23, 2021 (N=300)
Strongly agree	13%
Somewhat agree	32%
Neither agree nor disagree	26%
Somewhat disagree	14%
Strongly disagree	14%
<i>Agree (Net)</i>	<i>46%</i>
<i>Disagree (Net)</i>	<i>28%</i>

11. 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?

	3/2-3, 2021	3/15-16, 2021	5/25-26, 2021	6/22-23, 2021
All at home	9%	12%	11%	10%
Mostly at home	16%	15%	15%	14%
Evenly split at home and at the office	22%	17%	18%	19%
Mostly at the office	14%	12%	9%	13%
All at the office	13%	14%	18%	16%
Don't know/Not applicable	26%	30%	27%	28%
<i>At Home (Net)</i>	<i>25%</i>	<i>27%</i>	<i>26%</i>	<i>24%</i>
<i>At the Office (Net)</i>	<i>27%</i>	<i>26%</i>	<i>28%</i>	<i>29%</i>



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

	5/25-26, 2021	6/8-9, 2021	6/22-23, 2021
It will increase a lot	6%	4%	6%
It will increase a little	21%	22%	18%
It will not change	51%	52%	54%
It will decrease a little	9%	10%	11%
It will decrease a lot	6%	5%	5%
Don't know	8%	7%	6%
<i>Increase (Net)</i>	<i>26%</i>	<i>26%</i>	<i>24%</i>
<i>Decrease (Net)</i>	<i>15%</i>	<i>15%</i>	<i>16%</i>

13. Now, onto a different topic. In the wake of ongoing protests around racial injustice, which of the following would be most effective for companies to do?

	6/8-9, 2020	8/18-19, 2020	9/1-2, 2020	6/22-23, 2021
Commit themselves to equality in hiring and pay	37%	40%	42%	39%
Invest in communities that are currently underserved	30%	34%	32%	26%
Donate funds to organizations supporting racial justice	26%	25%	23%	18%
Make a statement of support for racial justice	25%	25%	23%	17%
None of these, companies should stay out of this issue	22%	25%	27%	28%
Don't know	17%	16%	12%	13%





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14. How much do you agree or disagree with the following statements?

Total Agree Summary

	6/23-24, 2020	7/21-22, 2020	8/18-19, 2020	9/1-2, 2020	6/22-23, 2021
More companies have spoken out about racism than I expected	59%	55%	52%	49%	43%
I am more likely to purchase something from a company that has taken a public stand against racism	45%	42%	41%	38%	39%
[SPLIT A] I think companies should remain neutral on social issues	-	-	-	-	(N=588) 42%
[SPLIT B] I think companies should remain neutral on political issues	-	-	-	-	(N=588) 56%
It is appropriate for any brand to take a stance on racial justice	-	-	-	-	44%
Too many businesses use the language of social purpose without committing to real change	-	-	-	-	62%
Companies participating on activism on social media is the right thing to do	-	-	-	-	32%
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	-	-	-	-	54%
If a corporation takes a stand on a social issue that I don't agree with, I'm less likely to buy their products or use their services	-	-	-	-	52%

a. I am more likely to purchase something from a company that has taken a public stand against racism

	6/23-24, 2020	7/21-22, 2020	8/18-19, 2020	9/1-2, 2020	6/22-23, 2021
Strongly agree	22%	20%	18%	16%	17%
Somewhat agree	24%	22%	23%	22%	23%
Neither agree nor disagree	35%	39%	35%	35%	38%
Somewhat disagree	9%	8%	8%	11%	10%
Strongly disagree	11%	11%	15%	16%	14%
<i>Agree (Net)</i>	<i>45%</i>	<i>42%</i>	<i>41%</i>	<i>38%</i>	<i>39%</i>
<i>Disagree (Net)</i>	<i>20%</i>	<i>19%</i>	<i>23%</i>	<i>27%</i>	<i>23%</i>

b. More companies have spoken out about racism than I expected

	6/23-24, 2020	7/21-22, 2020	8/18-19, 2020	9/1-2, 2020	6/22-23, 2021
Strongly agree	19%	19%	20%	13%	14%
Somewhat agree	40%	36%	32%	36%	29%
Neither agree nor disagree	30%	35%	35%	37%	43%
Somewhat disagree	9%	7%	9%	10%	11%
Strongly disagree	3%	3%	4%	4%	3%
<i>Agree (Net)</i>	<i>59%</i>	<i>55%</i>	<i>52%</i>	<i>49%</i>	<i>43%</i>
<i>Disagree (Net)</i>	<i>12%</i>	<i>10%</i>	<i>13%</i>	<i>14%</i>	<i>14%</i>



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c. **[SPLIT A]** I think companies should remain neutral on social issues

	6/22-23, 2021 (N=588)
Strongly agree	24%
Somewhat agree	18%
Neither agree nor disagree	30%
Somewhat disagree	20%
Strongly disagree	8%
<i>Agree (Net)</i>	<i>42%</i>
<i>Disagree (Net)</i>	<i>18%</i>

d. **[SPLIT B]** I think companies should remain neutral on political issues

	6/22-23, 2021 (N=588)
Strongly agree	28%
Somewhat agree	28%
Neither agree nor disagree	27%
Somewhat disagree	12%
Strongly disagree	5%
<i>Agree (Net)</i>	<i>56%</i>
<i>Disagree (Net)</i>	<i>17%</i>

e. It is appropriate for any brand to take a stance on racial justice

	6/22-23, 2021
Strongly agree	18%
Somewhat agree	26%
Neither agree nor disagree	33%
Somewhat disagree	10%
Strongly disagree	13%
<i>Agree (Net)</i>	<i>44%</i>
<i>Disagree (Net)</i>	<i>23%</i>

f. Too many businesses use the language of social purpose without committing to real change

	6/22-23, 2021
Strongly agree	25%
Somewhat agree	37%
Neither agree nor disagree	33%
Somewhat disagree	3%
Strongly disagree	1%
<i>Agree (Net)</i>	<i>62%</i>
<i>Disagree (Net)</i>	<i>5%</i>





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g. Companies participating on activism on social media is the right thing to do

	6/22-23, 2021
Strongly agree	10%
Somewhat agree	22%
Neither agree nor disagree	38%
Somewhat disagree	15%
Strongly disagree	15%
<i>Agree (Net)</i>	32%
<i>Disagree (Net)</i>	30%

h. 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

	6/22-23, 2021
Strongly agree	23%
Somewhat agree	32%
Neither agree nor disagree	34%
Somewhat disagree	8%
Strongly disagree	4%
<i>Agree (Net)</i>	54%
<i>Disagree (Net)</i>	12%

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

	6/22-23, 2021
Strongly agree	22%
Somewhat agree	30%
Neither agree nor disagree	35%
Somewhat disagree	9%
Strongly disagree	4%
<i>Agree (Net)</i>	52%
<i>Disagree (Net)</i>	13%

15. Taking into account what you've seen, read, or heard recently; would you say that most of the companies who are taking a stand on social issues they care about are . . . ?

	6/22-23, 2021
Very conservative	9%
Somewhat conservative	13%
Neither conservative nor liberal	36%
Somewhat liberal	24%
Very liberal	18%
<i>Conservative (Net)</i>	23%
<i>Liberal (Net)</i>	41%





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About the Study

These are some of the findings of the thirty-first wave of an Ipsos poll conducted between June 22-23, 2021. For this survey, a sample of 1,176 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 twenty-ninth wave was conducted May 25-26, 2021 among 1,178 adults.
- The thirtieth wave was conducted June 8-9, 2021 among 1,177 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.





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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=1,176, DEFF=1.5, adjusted Confidence Interval=+/-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, twenty-eighth, twenty-ninth, and thirtieth 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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