



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, August 20, 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
8/18-19, 2021 (N=1,177)	28%	12%	16%	36%	33%	18%	15%	3%
8/3-4, 2021 (N=1,174)	28%	11%	16%	33%	36%	19%	17%	3%
7/20-21, 2021 (N=1,137)	25%	12%	13%	30%	43%	22%	22%	2%
7/6-7, 2021 (N=1,179)	19%	8%	11%	29%	50%	24%	25%	2%
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%



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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
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%
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%	3%
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
8/18-19, 2021	3%	14%	24%	25%	2%	9%	15%	8%
8/3-4, 2021	3%	11%	22%	22%	2%	13%	17%	10%
7/20-21, 2021	6%	8%	11%	18%	3%	18%	21%	15%
7/6-7, 2021	3%	4%	8%	16%	4%	23%	26%	17%
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
8/18-19, 2021	8%	23%	48%	21%
8/3-4, 2021	8%	23%	47%	22%
7/20-21, 2021	9%	17%	47%	28%
7/6-7, 2021	6%	14%	49%	30%
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
8/18-19, 2021	5%	12%	34%	28%	20%
8/3-4, 2021	5%	11%	36%	26%	22%
7/20-21, 2021	6%	10%	34%	27%	23%
7/6-7, 2021	4%	11%	28%	30%	27%
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. 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	7/6-7, 2021	7/20-21, 2021	8/3-4, 2021	8/18-19, 2021
1 dose	17%	16%	11%	11%	7%	7%	5%	8%	6%	8%
2 doses or all dosages needed	38%	47%	53%	59%	60%	61%	67%	64%	66%	69%
None, but I plan to get the vaccine	21%	17%	13%	11%	12%	9%	10%	9%	9%	7%
None, and I do not plan to get the vaccine	23%	20%	23%	19%	21%	22%	19%	20%	19%	16%

6. From the list below, what are the top three phrases that best describe how you are feeling today?

	4/27-28, 2020	5/4-5, 2020	5/14-15, 2020	5/28-29, 2020	6/8-9, 2020	6/23-24, 2020	7/21-22, 2020	8/4-5, 2020	8/18-19, 2020	9/1-2, 2020	10/13-14, 2020	11/24-25, 2020	8/18-19, 2021
Hopeful	24%	20%	19%	24%	25%	23%	22%	21%	22%	22%	22%	27%	27%
Doubtful about a full return to normalcy	21%	26%	29%	25%	25%	26%	25%	27%	27%	26%	26%	21%	24%
Cautious optimism	22%	21%	22%	20%	25%	22%	20%	19%	21%	19%	19%	23%	20%
Accepting of my new normal	26%	19%	21%	22%	22%	23%	25%	25%	22%	23%	22%	19%	20%
Anxiety	18%	20%	16%	17%	20%	21%	20%	21%	23%	20%	21%	20%	19%
Optimistic about the future	16%	15%	14%	16%	19%	16%	13%	13%	14%	15%	16%	15%	17%
Open to changes	13%	12%	12%	16%	14%	13%	14%	12%	11%	14%	11%	13%	16%
Impatient to get back to normal life	21%	26%	20%	20%	18%	18%	17%	22%	20%	20%	19%	23%	15%
Well prepared	13%	9%	12%	12%	11%	10%	11%	10%	8%	9%	9%	12%	13%
Confident in the future	11%	10%	10%	11%	13%	11%	11%	9%	9%	10%	12%	11%	11%
Bored	20%	18%	18%	17%	12%	14%	15%	15%	14%	14%	12%	12%	10%
Attentive to good news	11%	10%	11%	12%	10%	9%	10%	8%	10%	8%	10%	11%	10%
Aggravated	7%	9%	8%	9%	7%	7%	9%	10%	7%	8%	10%	8%	10%
Lonely	9%	10%	10%	8%	7%	9%	8%	9%	9%	9%	8%	10%	8%
Angry/Frustrated about the restrictions on my freedom	7%	10%	10%	7%	7%	8%	6%	10%	8%	10%	8%	7%	7%





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6. From the list below, what are the top three phrases that best describe how you are feeling today?

	4/27-28, 2020	5/4-5, 2020	5/14-15, 2020	5/28-29, 2020	6/8-9, 2020	6/23-24, 2020	7/21-22, 2020	8/4-5, 2020	8/18-19, 2020	9/1-2, 2020	10/13-14, 2020	11/24-25, 2020	8/18-19, 2021
Excited	2%	4%	3%	4%	3%	4%	3%	4%	4%	4%	5%	4%	7%
Reluctant about certain purchases	6%	7%	7%	6%	7%	8%	9%	9%	8%	9%	7%	6%	5%
Angry	5%	4%	4%	4%	5%	6%	6%	5%	5%	7%	6%	5%	5%
Hopeless	4%	5%	3%	3%	5%	5%	5%	5%	5%	5%	6%	5%	5%
Curious	4%	5%	5%	6%	5%	4%	6%	4%	5%	4%	5%	5%	5%
Defeated	3%	2%	3%	2%	3%	3%	4%	4%	4%	4%	4%	5%	4%
Sarcastic	2%	3%	3%	3%	2%	2%	3%	3%	3%	3%	3%	3%	4%
Relieved	2%	3%	2%	3%	3%	3%	2%	2%	3%	3%	2%	3%	4%
Fear	7%	6%	7%	6%	6%	7%	7%	8%	7%	7%	6%	6%	3%
Urgency to prepare	3%	4%	3%	2%	3%	3%	4%	3%	5%	4%	3%	4%	3%
Overloaded with new requirements	4%	4%	4%	3%	3%	4%	3%	4%	5%	4%	4%	3%	3%
Needing to experiment with my pre-COVID activities	2%	2%	3%	3%	2%	1%	2%	2%	2%	3%	2%	2%	2%

7. 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	7/20-21, 2021	8/18-19, 2021
Require masks for unvaccinated staff	-	-	62%	64%
Require masks for staff and customers	51%	47%	54%	61%
Require masks for all staff regardless of vaccination status	48%	46%	52%	61%
Check vaccination status of all staff	47%	48%	53%	55%
Check vaccination status of all customers	39%	39%	43%	44%
Require masks for unvaccinated customers on an honor system	42%	42%	44%	41%
No masks for anyone	26%	26%	23%	18%
Require masks for vaccinated staff	40%	36%	-	-

*Previous waves asked: 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?



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a. Require masks for staff and customers

	6/8-9, 2021	6/22-23, 2021	7/20-21, 2021	8/18-19, 2021
Much more comfortable	25%	23%	31%	42%
Somewhat more comfortable	26%	24%	23%	20%
Neither more nor less comfortable	28%	30%	27%	21%
Somewhat less comfortable	5%	8%	5%	5%
Much less comfortable	12%	12%	10%	10%
Don't know/doesn't apply	4%	4%	4%	3%
<i>More Comfortable (Net)</i>	51%	47%	54%	61%
<i>Less Comfortable (Net)</i>	18%	19%	15%	14%

b. Require masks for all staff regardless of vaccination status

	6/8-9, 2021	6/22-23, 2021	7/20-21, 2021	8/18-19, 2021
Much more comfortable	25%	24%	29%	39%
Somewhat more comfortable	23%	22%	23%	22%
Neither more nor less comfortable	31%	33%	30%	22%
Somewhat less comfortable	5%	7%	4%	5%
Much less comfortable	11%	11%	10%	8%
Don't know/doesn't apply	4%	3%	4%	4%
<i>More Comfortable (Net)</i>	48%	46%	52%	61%
<i>Less Comfortable (Net)</i>	16%	17%	14%	13%

c. Require masks for unvaccinated staff

	7/20-21, 2021	8/18-19, 2021
Much more comfortable	41%	43%
Somewhat more comfortable	22%	21%
Neither more nor less comfortable	21%	22%
Somewhat less comfortable	5%	4%
Much less comfortable	8%	7%
Don't know/doesn't apply	5%	3%
<i>More Comfortable (Net)</i>	62%	64%
<i>Less Comfortable (Net)</i>	12%	11%

d. Require masks for unvaccinated customers on an honor system

	6/8-9, 2021	6/22-23, 2021	7/20-21, 2021	8/18-19, 2021
Much more comfortable	20%	21%	23%	21%
Somewhat more comfortable	22%	21%	21%	20%
Neither more nor less comfortable	29%	31%	27%	27%
Somewhat less comfortable	10%	11%	10%	11%
Much less comfortable	15%	13%	14%	15%
Don't know/doesn't apply	5%	3%	4%	5%
<i>More Comfortable (Net)</i>	42%	42%	44%	41%
<i>Less Comfortable (Net)</i>	24%	24%	24%	27%





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e. Check vaccination status of all staff

	6/8-9, 2021	6/22-23, 2021	7/20-21, 2021	8/18-19, 2021
Much more comfortable	25%	24%	31%	32%
Somewhat more comfortable	22%	23%	22%	23%
Neither more nor less comfortable	28%	30%	26%	26%
Somewhat less comfortable	5%	5%	4%	4%
Much less comfortable	14%	13%	12%	11%
Don't know/doesn't apply	7%	4%	5%	5%
<i>More Comfortable (Net)</i>	<i>47%</i>	<i>48%</i>	<i>53%</i>	<i>55%</i>
<i>Less Comfortable (Net)</i>	<i>19%</i>	<i>18%</i>	<i>16%</i>	<i>14%</i>

f. Check vaccination status of all customers

	6/8-9, 2021	6/22-23, 2021	7/20-21, 2021	8/18-19, 2021
Much more comfortable	19%	19%	23%	26%
Somewhat more comfortable	20%	20%	20%	17%
Neither more nor less comfortable	29%	32%	28%	27%
Somewhat less comfortable	6%	7%	6%	7%
Much less comfortable	18%	17%	17%	16%
Don't know/doesn't apply	8%	6%	6%	6%
<i>More Comfortable (Net)</i>	<i>39%</i>	<i>39%</i>	<i>43%</i>	<i>44%</i>
<i>Less Comfortable (Net)</i>	<i>24%</i>	<i>24%</i>	<i>23%</i>	<i>23%</i>

g. No masks for anyone

	6/8-9, 2021	6/22-23, 2021	7/20-21, 2021	8/18-19, 2021
Much more comfortable	17%	17%	15%	11%
Somewhat more comfortable	9%	9%	7%	7%
Neither more nor less comfortable	21%	22%	23%	19%
Somewhat less comfortable	19%	20%	17%	13%
Much less comfortable	31%	29%	35%	48%
Don't know/doesn't apply	3%	2%	3%	3%
<i>More Comfortable (Net)</i>	<i>26%</i>	<i>26%</i>	<i>23%</i>	<i>18%</i>
<i>Less Comfortable (Net)</i>	<i>49%</i>	<i>49%</i>	<i>52%</i>	<i>60%</i>

8. 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	7/6-7, 2021	7/20- 21, 2021	8/3-4, 2021	8/18- 19, 2021
Yes, working mostly from home	18%	16%	18%	16%	16%	13%	14%	15%	15%	16%	14%
Yes, working completely from home	16%	18%	15%	14%	17%	16%	14%	15%	12%	12%	11%
No	34%	32%	35%	37%	36%	38%	40%	38%	40%	38%	42%
I am not currently working	33%	33%	32%	32%	31%	32%	32%	32%	34%	34%	33%
<i>Yes (Net)</i>	<i>34%</i>	<i>34%</i>	<i>33%</i>	<i>31%</i>	<i>33%</i>	<i>30%</i>	<i>28%</i>	<i>29%</i>	<i>26%</i>	<i>28%</i>	<i>25%</i>



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9. How likely, if at all, are you to stop or do less of the following activities, specifically because of concerns about the new coronavirus variant?

Total Likely Summary

	7/20-21, 2021	8/3-4, 2021	8/18-19, 2021
Going to crowded places	54%	50%	52%
Dining out at a restaurant	47%	50%	50%
Going to concerts or shows	48%	43%	47%
Visiting city centers	46%	45%	46%
Visiting large cities for vacation	47%	44%	46%
Going to sporting events	43%	39%	43%
[IF EMPLOYED] Going to your place of work	42%	41%	41%

a. Visiting city centers

	7/20-21, 2021	8/3-4, 2021	8/18-19, 2021
Very likely	20%	20%	20%
Somewhat likely	26%	25%	25%
Not very likely	22%	23%	22%
Not at all likely	20%	19%	19%
Not applicable/I do not do this	12%	14%	13%
<i>Likely (Net)</i>	46%	45%	46%
<i>Not likely (Net)</i>	42%	42%	42%

b. Visiting large cities for vacation

	7/20-21, 2021	8/3-4, 2021	8/18-19, 2021
Very likely	23%	22%	23%
Somewhat likely	24%	22%	23%
Not very likely	21%	23%	22%
Not at all likely	20%	19%	20%
Not applicable/I do not do this	12%	13%	12%
<i>Likely (Net)</i>	47%	44%	46%
<i>Not likely (Net)</i>	41%	42%	42%





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c. Going to sporting events

	7/20-21, 2021	8/3-4, 2021	8/18-19, 2021
Very likely	21%	21%	25%
Somewhat likely	22%	18%	18%
Not very likely	17%	18%	17%
Not at all likely	20%	20%	21%
Not applicable/I do not do this	20%	23%	19%
<i>Likely (Net)</i>	43%	39%	43%
<i>Not likely (Net)</i>	38%	38%	38%

d. Going to concerts or shows

	7/20-21, 2021	8/3-4, 2021	8/18-19, 2021
Very likely	26%	24%	27%
Somewhat likely	22%	18%	20%
Not very likely	17%	20%	17%
Not at all likely	21%	21%	21%
Not applicable/I do not do this	14%	16%	15%
<i>Likely (Net)</i>	48%	43%	47%
<i>Not likely (Net)</i>	38%	41%	39%

e. **[IF EMPLOYED]** Going to your place of work

	7/20-21, 2021 (N=655)	8/3-4, 2021 (N=645)	8/18-19, 2021 (N=665)
Very likely	21%	18%	21%
Somewhat likely	21%	23%	20%
Not very likely	21%	21%	17%
Not at all likely	34%	33%	36%
Not applicable/I do not do this	4%	6%	6%
<i>Likely (Net)</i>	42%	41%	41%
<i>Not likely (Net)</i>	54%	53%	53%

f. Dining out at a restaurant

	7/20-21, 2021	8/3-4, 2021	8/18-19, 2021
Very likely	20%	21%	22%
Somewhat likely	27%	29%	28%
Not very likely	24%	23%	23%
Not at all likely	24%	23%	24%
Not applicable/I do not do this	4%	3%	3%
<i>Likely (Net)</i>	47%	50%	50%
<i>Not likely (Net)</i>	49%	47%	46%



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g. Going to crowded places

	7/20-21, 2021	8/3-4, 2021	8/18-19, 2021
Very likely	27%	27%	28%
Somewhat likely	27%	22%	23%
Not very likely	17%	21%	19%
Not at all likely	22%	21%	23%
Not applicable/I do not do this	7%	8%	7%
<i>Likely (Net)</i>	54%	50%	52%
<i>Not likely (Net)</i>	39%	43%	42%

10. In the past month, has your concern over personally contracting COVID-19...

	8/18-19, 2021
Increased a lot	9%
Increased somewhat	28%
Not changed	47%
Decreased somewhat	8%
Decreased a lot	8%
<i>Increased (Net)</i>	38%
<i>Decreased (Net)</i>	15%

11. How many people, if any, do you personally know who have tested positive for COVID-19 after they were vaccinated? Please enter a number below. If you do not know of anyone this has happened to, please enter 0.

	8/18-19, 2021
0	62%
1-5	31%
6-10	4%
More than 10	3%
<i>Average (excl. 0)</i>	4.2
<i>Average (incl. 0)</i>	1.6



12. From the following list, who do you think should be most responsible for putting any potential COVID-19 vaccine requirements in place?

	8/18-19, 2021
National public health agencies (e.g. the CDC)	22%
The federal government	21%
Your state government	15%
Your local government	11%
Individual businesses or schools	4%
Individuals should make their own decisions	27%

13. Now, for something different. Thinking about things you might do in order to limit your own contribution to climate change, how likely or unlikely would you be to make the following changes within the next year?

Total Likely Summary

	8/18-19, 2021
Saving energy at home	87%
Recycling materials such as glass, paper and plastic	85%
Saving water at home	81%
Avoiding products which have a lot of packaging	66%
Not flying, or replacing some flights with train or bus journeys	53%
Avoiding buying new goods	49%
Eating less meat, or replacing the meat in some meals with alternatives such as beans	44%
Walking, cycling or using public transport instead of driving a car or motorbike	43%
Eating fewer dairy products or replacing dairy products with alternatives such as soy milk	42%



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a. Avoiding products which have a lot of packaging

	8/18-19, 2021
Very likely	21%
Somewhat likely	44%
Not very likely	24%
Not at all likely	10%
<i>Likely (Net)</i>	66%
<i>Not likely (Net)</i>	34%

b. Avoiding buying new goods

	8/18-19, 2021
Very likely	12%
Somewhat likely	37%
Not very likely	35%
Not at all likely	17%
<i>Likely (Net)</i>	49%
<i>Not likely (Net)</i>	51%

c. Saving water at home

	8/18-19, 2021
Very likely	35%
Somewhat likely	46%
Not very likely	14%
Not at all likely	5%
<i>Likely (Net)</i>	81%
<i>Not likely (Net)</i>	19%

d. Saving energy at home

	8/18-19, 2021
Very likely	40%
Somewhat likely	47%
Not very likely	9%
Not at all likely	4%
<i>Likely (Net)</i>	87%
<i>Not likely (Net)</i>	13%

e. Recycling materials such as glass, paper and plastic

	8/18-19, 2021
Very likely	55%
Somewhat likely	30%
Not very likely	10%
Not at all likely	5%
<i>Likely (Net)</i>	85%
<i>Not likely (Net)</i>	15%





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- f. Walking, cycling or using public transport instead of driving a car or motorbike

	8/18-19, 2021
Very likely	16%
Somewhat likely	27%
Not very likely	32%
Not at all likely	25%
<i>Likely (Net)</i>	<i>43%</i>
<i>Not likely (Net)</i>	<i>57%</i>

- g. Not flying, or replacing some flights with train or bus journeys

	8/18-19, 2021
Very likely	25%
Somewhat likely	28%
Not very likely	28%
Not at all likely	19%
<i>Likely (Net)</i>	<i>53%</i>
<i>Not likely (Net)</i>	<i>47%</i>

- h. Eating less meat, or replacing the meat in some meals with alternatives such as beans

	8/18-19, 2021
Very likely	14%
Somewhat likely	29%
Not very likely	30%
Not at all likely	26%
<i>Likely (Net)</i>	<i>44%</i>
<i>Not likely (Net)</i>	<i>56%</i>

- i. Eating fewer dairy products or replacing dairy products with alternatives such as soy milk

	8/18-19, 2021
Very likely	16%
Somewhat likely	26%
Not very likely	32%
Not at all likely	26%
<i>Likely (Net)</i>	<i>42%</i>
<i>Not likely (Net)</i>	<i>58%</i>



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14. Do you have plans to do any shopping on the following days this year?

Yes Summary

	9/1-2, 2020	11/24- 25, 2020	8/18-19, 2021
The holiday shopping season (Thanksgiving to Christmas)	57%	60%	64%
Cyber Monday (Monday after Thanksgiving)	39%	41%	39%
Black Friday (Friday after Thanksgiving)	26%	32%	34%
Small Business Saturday (Saturday after Thanksgiving)	25%	26%	31%

a. Black Friday (Friday after Thanksgiving)

	9/1-2, 2020	11/24-25, 2020	8/18-19, 2021
Yes	26%	32%	34%
No	55%	54%	47%
Don't know	19%	14%	18%

b. Small Business Saturday (Saturday after Thanksgiving)

	9/1-2, 2020	11/24-25, 2020	8/18-19, 2021
Yes	25%	26%	31%
No	49%	50%	43%
Don't know	26%	24%	26%

c. Cyber Monday (Monday after Thanksgiving)

	9/1-2, 2020	11/24-25, 2020	8/18-19, 2021
Yes	39%	41%	39%
No	40%	39%	40%
Don't know	21%	20%	21%

d. The holiday shopping season (Thanksgiving to Christmas)

	9/1-2, 2020	11/24-25, 2020	8/18-19, 2021
Yes	57%	60%	64%
No	27%	26%	22%
Don't know	16%	14%	14%





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15. When do you usually start your holiday shopping?

	9/1-2, 2020	8/18-19, 2021
August or earlier	11%	12%
September	9%	9%
October	20%	19%
November	33%	33%
December	12%	12%
I do not do any holiday shopping	11%	10%
Don't know	4%	5%

16. When do you plan to start your holiday shopping this year?

	9/1-2, 2020	9/15-16, 2020	9/29-30, 2020	10/13-14, 2020	11/24-25, 2020	8/18-19, 2021
I already started	12%	14%	19%	25%	50%	13%
September	7%	3%	2%	-	-	7%
October	17%	16%	17%	8%	-	19%
November	28%	25%	26%	30%	12%	30%
December	10%	9%	8%	9%	17%	11%
I do not do any holiday shopping	12%	14%	13%	15%	12%	11%
Don't know	13%	19%	14%	13%	8%	10%

17. [IF Q14 HOLIDAY SHOPPING SEASON = YES AND Q15/Q16 DO NOT EQUAL "I DO NOT DO ANY HOLIDAY SHOPPING"] Do you agree or disagree with the following statements? Select one for each.

Total Agree Summary

	9/1-2, 2020 (N=618)	8/18-19, 2021 (N=722)
I plan to shop mostly online this holiday season	-	68%
I will certainly make a spur of the moment purchase during holiday season shopping	67%	67%
I plan to shop more online this holiday season than I did before the pandemic	-	58%
Most of my holiday shopping season purchases are things I would get anyway	56%	56%
I will only buy items on sale during the holiday shopping season	53%	56%
I know exactly the stores I plan to shop at during the holiday shopping season	54%	53%
I have a specific shopping list I will follow during the holiday shopping season	56%	52%
I plan to spend more during the holiday shopping season this year than I did last year	27%	34%





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a. I know exactly the stores I plan to shop at during the holiday shopping season

	9/1-2, 2020 (N=618)	8/18-19, 2021 (N=722)
Strongly agree	18%	19%
Somewhat agree	36%	34%
Somewhat disagree	25%	26%
Strongly disagree	12%	12%
Don't know	9%	9%
<i>Agree (Net)</i>	<i>54%</i>	<i>53%</i>
<i>Disagree (Net)</i>	<i>37%</i>	<i>38%</i>

b. I have a specific shopping list I will follow during the holiday shopping season

	9/1-2, 2020 (N=618)	8/18-19, 2021 (N=722)
Strongly agree	17%	17%
Somewhat agree	38%	35%
Somewhat disagree	27%	27%
Strongly disagree	15%	15%
Don't know	3%	6%
<i>Agree (Net)</i>	<i>56%</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>41%</i>	<i>42%</i>

c. I will only buy items on sale during the holiday shopping season

	9/1-2, 2020 (N=618)	8/18-19, 2021 (N=722)
Strongly agree	17%	19%
Somewhat agree	36%	37%
Somewhat disagree	30%	27%
Strongly disagree	11%	10%
Don't know	7%	7%
<i>Agree (Net)</i>	<i>53%</i>	<i>56%</i>
<i>Disagree (Net)</i>	<i>40%</i>	<i>37%</i>

d. Most of my holiday shopping season purchases are things I would get anyway

	9/1-2 (N=618)	8/18-19, 2021 (N=722)
Strongly agree	13%	13%
Somewhat agree	43%	42%
Somewhat disagree	28%	29%
Strongly disagree	8%	9%
Don't know	8%	6%
<i>Agree (Net)</i>	<i>56%</i>	<i>56%</i>
<i>Disagree (Net)</i>	<i>36%</i>	<i>38%</i>



e. I will certainly make a spur of the moment purchase during holiday season shopping

	9/1-2 (N=618)	8/18-19, 2021 (N=722)
Strongly agree	21%	25%
Somewhat agree	46%	41%
Somewhat disagree	21%	19%
Strongly disagree	7%	7%
Don't know	5%	7%
<i>Agree (Net)</i>	<i>67%</i>	<i>67%</i>
<i>Disagree (Net)</i>	<i>28%</i>	<i>26%</i>

f. I plan to spend more during the holiday shopping season this year than I did last year

	9/1-2 (N=618)	8/18-19, 2021 (N=722)
Strongly agree	10%	12%
Somewhat agree	17%	22%
Somewhat disagree	40%	37%
Strongly disagree	26%	19%
Don't know	7%	10%
<i>Agree (Net)</i>	<i>27%</i>	<i>34%</i>
<i>Disagree (Net)</i>	<i>66%</i>	<i>57%</i>

g. I plan to shop mostly online this holiday season

	8/18-19, 2021 (N=722)
Strongly agree	33%
Somewhat agree	35%
Somewhat disagree	16%
Strongly disagree	8%
Don't know	7%
<i>Agree (Net)</i>	<i>68%</i>
<i>Disagree (Net)</i>	<i>25%</i>

h. I plan to shop more online this holiday season than I did before the pandemic

	8/18-19, 2021 (N=722)
Strongly agree	25%
Somewhat agree	33%
Somewhat disagree	23%
Strongly disagree	10%
Don't know	9%
<i>Agree (Net)</i>	<i>58%</i>
<i>Disagree (Net)</i>	<i>33%</i>



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18. Are you or someone in your household a veteran, that is you served on active duty in the U.S. armed forces?

	8/18-19, 2021
Yes, I am	13%
Yes, someone in my household	10%
No	78%





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About the Study

These are some of the findings of the thirty-fifth wave of an Ipsos poll conducted between August 18-19, 2021. For this survey, a sample of 1,177 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 thirty-first wave was conducted June 22-23, 2021 among 1,176 adults.
- The thirty-second wave was conducted July 6-7, 2021 among 1,179 adults
- The thirty-third wave was conducted July 20-21, 2021 among 1,137 adults
- The thirty-fourth wave was conducted August 3-4, 2021 among 1,174 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=1,177, 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, thirtieth, thirty-first, thirty-second, thirty-third, and thirty-fourth 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.

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