



# PUBLIC POLL FINDINGS AND METHODOLOGY

## Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, September 30, 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
9/28-29, 2021 (N=1,173)	27%	11%	16%	34%	37%	20%	17%	2%
9/14-15, 2021 (N=1,177)	30%	12%	18%	31%	36%	21%	15%	2%
8/31-9/1, 2021 (N= 1,166)	29%	12%	17%	35%	34%	19%	15%	1%
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%



# PUBLIC POLL FINDINGS AND METHODOLOGY

## 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>10/27-28, 2020 (N=1,115)</b>	38%	17%	20%	34%	27%	16%	11%	2%
<b>10/13-14, 2020 (N=1,114)</b>	36%	16%	21%	33%	29%	17%	12%	1%
<b>9/29-30, 2020 (N=1,115)</b>	35%	16%	18%	34%	30%	17%	13%	2%
<b>9/15-16, 2020 (N=1,113)</b>	36%	18%	18%	33%	29%	16%	12%	1%
<b>9/1-2, 2020 (N=1,113)</b>	33%	14%	19%	33%	32%	19%	14%	1%
<b>8/18-19, 2020 (N=1115)</b>	34%	14%	20%	37%	28%	17%	11%	1%
<b>8/4-5, 2020 (N=1,111)</b>	33%	14%	19%	37%	29%	17%	12%	2%
<b>7/21-22, 2020 (N=1,115)</b>	34%	15%	19%	36%	29%	19%	10%	1%
<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%	3%
<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%



## PUBLIC POLL FINDINGS AND METHODOLOGY

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
9/28-29, 2021	2%	7%	17%	32%	2%	11%	18%	10%
9/14-15, 2021	2%	9%	20%	30%	2%	12%	17%	8%
8/31-9/1, 2021	1%	12%	21%	28%	2%	9%	17%	9%
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%



## PUBLIC POLL FINDINGS AND METHODOLOGY

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
<b>8/18-19, 2020</b>	2%	9%	20%	42%	5%	13%	7%	3%
<b>8/4-5, 2020</b>	2%	9%	21%	42%	3%	11%	9%	3%
<b>7/21-22, 2020</b>	3%	11%	20%	38%	4%	12%	8%	4%
<b>6/23-24, 2020</b>	3%	7%	17%	33%	9%	18%	9%	4%
<b>6/8-9, 2020</b>	3%	5%	15%	27%	21%	10%	6%	3%
<b>5/28-29, 2020</b>	2%	5%	13%	37%	18%	13%	8%	4%
<b>5/14-15, 2020</b>	2%	5%	16%	33%	22%	10%	7%	5%
<b>5/4-5, 2020</b>	2%	6%	18%	41%	17%	5%	8%	3%
<b>4/27-28, 2020</b>	2%	5%	17%	41%	-	-	-	4%





## PUBLIC POLL FINDINGS AND METHODOLOGY

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>9/28-29, 2021</b>	8%	22%	47%	22%
<b>9/14-15, 2021</b>	7%	26%	45%	22%
<b>8/31-9/1, 2021</b>	6%	23%	48%	23%
<b>8/18-19, 2021</b>	8%	23%	48%	21%
<b>8/3-4, 2021</b>	8%	23%	47%	22%
<b>7/20-21, 2021</b>	9%	17%	47%	28%
<b>7/6-7, 2021</b>	6%	14%	49%	30%
<b>6/22-23, 2021</b>	6%	17%	47%	29%
<b>6/8-9, 2021</b>	7%	16%	50%	27%
<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%



## PUBLIC POLL FINDINGS AND METHODOLOGY

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
9/28-29, 2021	5%	12%	36%	27%	20%
9/14-15, 2021	4%	12%	40%	26%	18%
8/31-9/1, 2021	5%	10%	37%	27%	21%
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%





## PUBLIC POLL FINDINGS AND METHODOLOGY

5. Thinking about your habits and routines now, to what extent do you agree or disagree with the following statements?

### Total Agree Summary

	4/10-13, 2020	4/17-20, 2020	4/27-28, 2020	7/21-22, 2020	8/4-5, 2020	8/18-19, 2020	9/15-16, 2020	9/29-30, 2020	9/28-29, 2021
I am currently trying to eat healthier	52%	51%	52%	58%	59%	65%	63%	62%	66%
I have new routines for grocery shopping that I hope to continue	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	52%
I am cooking from scratch more	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	50%
I drive my personal vehicle less	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	47%
I am exercising more	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	42%

### a. I am currently trying to eat healthier

	4/10-13, 2020	4/17-20, 2020	4/27-28, 2020	7/21-22, 2020	8/4-5, 2020	8/18-19, 2020	9/15-16, 2020	9/29-30, 2020	9/28-29, 2021
Strongly agree	16%	15%	17%	18%	20%	24%	22%	22%	25%
Somewhat agree	36%	36%	35%	40%	39%	41%	41%	40%	41%
Neither agree nor disagree	31%	30%	32%	25%	26%	21%	23%	25%	23%
Somewhat disagree	10%	12%	9%	10%	8%	8%	9%	8%	6%
Strongly disagree	7%	6%	6%	6%	6%	4%	4%	4%	4%
Don't know	*	1%	1%	1%	1%	1%	1%	1%	1%
<i>Agree (Net)</i>	<i>52%</i>	<i>51%</i>	<i>52%</i>	<i>58%</i>	<i>59%</i>	<i>65%</i>	<i>63%</i>	<i>62%</i>	<i>66%</i>
<i>Disagree (Net)</i>	<i>17%</i>	<i>18%</i>	<i>15%</i>	<i>16%</i>	<i>15%</i>	<i>13%</i>	<i>13%</i>	<i>12%</i>	<i>10%</i>

### b. I am exercising more

	9/28-29, 2021
Strongly agree	16%
Somewhat agree	26%
Neither agree nor disagree	30%
Somewhat disagree	15%
Strongly disagree	13%
Don't know	0%
<i>Agree (Net)</i>	<i>42%</i>
<i>Disagree (Net)</i>	<i>28%</i>





## PUBLIC POLL FINDINGS AND METHODOLOGY

c. I drive my personal vehicle less

	9/28-29, 2021
Strongly agree	20%
Somewhat agree	27%
Neither agree nor disagree	20%
Somewhat disagree	13%
Strongly disagree	18%
Don't know	3%
<i>Agree (Net)</i>	<i>47%</i>
<i>Disagree (Net)</i>	<i>30%</i>

d. I am cooking from scratch more

	9/28-29, 2021
Strongly agree	21%
Somewhat agree	29%
Neither agree nor disagree	24%
Somewhat disagree	13%
Strongly disagree	13%
Don't know	1%
<i>Agree (Net)</i>	<i>50%</i>
<i>Disagree (Net)</i>	<i>25%</i>

e. I have new routines for grocery shopping that I hope to continue

	9/28-29, 2021
Strongly agree	19%
Somewhat agree	33%
Neither agree nor disagree	26%
Somewhat disagree	11%
Strongly disagree	10%
Don't know	1%
<i>Agree (Net)</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>21%</i>







## PUBLIC POLL FINDINGS AND METHODOLOGY

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

	1 dose	2 doses or all dosages needed	None, but I plan to get the vaccine	None, and I do not plan to get the vaccine
<b>9/28-29, 2021</b>	10%	67%	6%	17%
<b>9/14-15, 2021</b>	11%	65%	7%	17%
<b>8/31-9/1, 2021</b>	7%	67%	8%	18%
<b>8/18-19, 2021</b>	8%	69%	7%	16%
<b>8/3-4, 2021</b>	6%	66%	9%	19%
<b>7/20-21, 2021</b>	8%	64%	9%	20%
<b>7/6-7, 2021</b>	5%	67%	10%	19%
<b>6/22-23, 2021</b>	7%	61%	9%	22%
<b>6/8-9, 2021</b>	7%	60%	12%	21%
<b>5/25-26, 2021</b>	11%	59%	11%	19%
<b>5/11-12, 2021</b>	11%	53%	13%	23%
<b>4/27-28, 2021</b>	16%	47%	17%	20%
<b>4/13-14, 2021</b>	17%	38%	21%	23%

7. 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>	<b>6/8-9, 2021</b>	<b>6/22-23, 2021</b>	<b>7/6-7, 2021</b>	<b>7/20-21, 2021</b>	<b>8/3-4, 2021</b>	<b>8/18-19, 2021</b>	<b>8/31-9/1, 2021</b>	<b>9/14-15, 2021</b>	<b>9/28-29, 2021</b>
Yes, working mostly from home	18%	16%	18%	16%	16%	13%	14%	15%	15%	16%	14%	14%	12%	11%
Yes, working completely from home	16%	18%	15%	14%	17%	16%	14%	15%	12%	12%	11%	11%	12%	12%
No	34%	32%	35%	37%	36%	38%	40%	38%	40%	38%	42%	41%	40%	37%
I am not currently working	33%	33%	32%	32%	31%	32%	32%	32%	34%	34%	33%	34%	36%	39%
<b>Yes (Net)</b>	<b>34%</b>	<b>34%</b>	<b>33%</b>	<b>31%</b>	<b>33%</b>	<b>30%</b>	<b>28%</b>	<b>29%</b>	<b>26%</b>	<b>28%</b>	<b>25%</b>	<b>26%</b>	<b>24%</b>	<b>23%</b>



## PUBLIC POLL FINDINGS AND METHODOLOGY

8. 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	8/31- 9/1, 2021	9/28-29, 2021
Going to crowded places	54%	50%	52%	50%	50%
Dining out at a restaurant	47%	50%	50%	48%	45%
Going to concerts or shows	48%	43%	47%	46%	43%
Visiting large cities for vacation	47%	44%	46%	46%	42%
Visiting city centers	46%	45%	46%	45%	41%
Going to sporting events	43%	39%	43%	43%	41%
<b>[IF EMPLOYED]</b> Going to your place of work	42%	41%	41%	37%	41%

### a. Visiting city centers

	7/20-21, 2021	8/3-4, 2021	8/18-19, 2021	8/31-9/1, 2021	9/28-29, 2021
Very likely	20%	20%	20%	19%	17%
Somewhat likely	26%	25%	25%	26%	25%
Not very likely	22%	23%	22%	23%	25%
Not at all likely	20%	19%	19%	19%	18%
Not applicable/I do not do this	12%	14%	13%	13%	16%
<i>Likely (Net)</i>	46%	45%	46%	45%	41%
<i>Not likely (Net)</i>	42%	42%	42%	42%	43%

### b. Visiting large cities for vacation

	7/20-21, 2021	8/3-4, 2021	8/18-19, 2021	8/31-9/1, 2021	9/28-29, 2021
Very likely	23%	22%	23%	22%	19%
Somewhat likely	24%	22%	23%	24%	22%
Not very likely	21%	23%	22%	20%	23%
Not at all likely	20%	19%	20%	21%	20%
Not applicable/I do not do this	12%	13%	12%	12%	16%
<i>Likely (Net)</i>	47%	44%	46%	46%	42%
<i>Not likely (Net)</i>	41%	42%	42%	41%	43%



c. Going to sporting events

	<b>7/20-21, 2021</b>	<b>8/3-4, 2021</b>	<b>8/18-19, 2021</b>	<b>8/31-9/1, 2021</b>	<b>9/28-29, 2021</b>
Very likely	21%	21%	25%	22%	20%
Somewhat likely	22%	18%	18%	21%	21%
Not very likely	17%	18%	17%	16%	19%
Not at all likely	20%	20%	21%	21%	19%
Not applicable/I do not do this	20%	23%	19%	20%	22%
<i>Likely (Net)</i>	<b>43%</b>	<b>39%</b>	<b>43%</b>	<b>43%</b>	<b>41%</b>
<i>Not likely (Net)</i>	<b>38%</b>	<b>38%</b>	<b>38%</b>	<b>37%</b>	<b>37%</b>

d. Going to concerts or shows

	<b>7/20-21, 2021</b>	<b>8/3-4, 2021</b>	<b>8/18-19, 2021</b>	<b>8/31-9/1, 2021</b>	<b>9/28-29, 2021</b>
Very likely	26%	24%	27%	25%	23%
Somewhat likely	22%	18%	20%	21%	21%
Not very likely	17%	20%	17%	18%	18%
Not at all likely	21%	21%	21%	20%	20%
Not applicable/I do not do this	14%	16%	15%	16%	18%
<i>Likely (Net)</i>	<b>48%</b>	<b>43%</b>	<b>47%</b>	<b>46%</b>	<b>43%</b>
<i>Not likely (Net)</i>	<b>38%</b>	<b>41%</b>	<b>39%</b>	<b>38%</b>	<b>39%</b>

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

	<b>7/20-21, 2021 (N=655)</b>	<b>8/3-4, 2021 (N=645)</b>	<b>8/18-19, 2021 (N=665)</b>	<b>8/31-9/1, 2021 (N=622)</b>	<b>9/28-29, 2021 (N=622)</b>
Very likely	21%	18%	21%	20%	22%
Somewhat likely	21%	23%	20%	17%	18%
Not very likely	21%	21%	17%	19%	18%
Not at all likely	34%	33%	36%	38%	35%
Not applicable/I do not do this	4%	6%	6%	5%	6%
<i>Likely (Net)</i>	<b>42%</b>	<b>41%</b>	<b>41%</b>	<b>37%</b>	<b>41%</b>
<i>Not likely (Net)</i>	<b>54%</b>	<b>53%</b>	<b>53%</b>	<b>57%</b>	<b>53%</b>

f. Dining out at a restaurant

	<b>7/20-21, 2021</b>	<b>8/3-4, 2021</b>	<b>8/18-19, 2021</b>	<b>8/31-9/1, 2021</b>	<b>9/28-29, 2021</b>
Very likely	20%	21%	22%	19%	18%
Somewhat likely	27%	29%	28%	29%	28%
Not very likely	24%	23%	23%	25%	26%
Not at all likely	24%	23%	24%	23%	23%
Not applicable/I do not do this	4%	3%	3%	4%	5%
<i>Likely (Net)</i>	<b>47%</b>	<b>50%</b>	<b>50%</b>	<b>48%</b>	<b>45%</b>
<i>Not likely (Net)</i>	<b>49%</b>	<b>47%</b>	<b>46%</b>	<b>48%</b>	<b>49%</b>



## PUBLIC POLL FINDINGS AND METHODOLOGY

g. Going to crowded places

	7/20-21, 2021	8/3-4, 2021	8/18-19, 2021	8/31-9/1, 2021	9/28-29, 2021
Very likely	27%	27%	28%	28%	24%
Somewhat likely	27%	22%	23%	22%	26%
Not very likely	17%	21%	19%	21%	21%
Not at all likely	22%	21%	23%	22%	22%
Not applicable/I do not do this	7%	8%	7%	7%	7%
<i>Likely (Net)</i>	54%	50%	52%	50%	50%
<i>Not likely (Net)</i>	39%	43%	42%	43%	43%

9. **[ASK OF PARENTS OF CHILDREN UNDER 18]** Do you currently have any children attending in-person school, kindergarten through 12th grade?

	9/14-15, 2021 (N=276)	9/28-29, 2021 (N=267)
Yes	71%	72%
No	29%	28%

10. **[ASK IF HAVE CHILDREN ATTENDING IN-PERSON SCHOOL]** Thinking about the time period since this school year (2021-22) started, which of the following describe the situation at your child(ren)'s school(s)? Select all that apply.

	9/14-15, 2021 (N=202)	9/28-29, 2021 (N=199)
My child(ren) are required to wear masks in the classroom	62%	62%
There have been COVID-19 cases at my child(ren)'s school this school year	42%	52%
Children in other grades and/or classrooms at my child(ren)'s school have had to quarantine this school year due to COVID-19	31%	34%
There have been COVID-19 cases in my child(ren)'s classroom this school year	31%	27%
My child(ren) have had to quarantine due to COVID-19 this school year	12%	14%
My school requires frequent testing for students	N/A	9%
I think active shooters are a bigger threat to my child(ren) at school than COVID-19	8%	N/A
None of the above	9%	8%





## PUBLIC POLL FINDINGS AND METHODOLOGY

11. Please indicate when, if at all, you have done the following.

### Total Started Doing this After the Pandemic Began Summary

	9/28-29, 2021
Re-examined my life priorities	20%
Prioritized better work/life balance	18%
Exercised regularly, meaning multiple times per week	15%
Taken mental health breaks from work and normal routines	14%
Gotten another job or other additional source of income	11%
Taken nutritional supplements	11%
Changed jobs	11%
Gotten a physical for my overall health	9%
Seen a therapist or counselor	8%
Eaten a vegan or vegetarian diet	7%
Seen a job coach	5%

#### a. Prioritized better work/life balance

	9/28-29, 2021
I did this before the pandemic but do not now	5%
I did this before the pandemic and still do	31%
I started doing this after the pandemic began, because of my pandemic experience	18%
I'm thinking about this now, but haven't started or done this yet	13%
I haven't done this and have no plans to do so	33%

#### b. Exercised regularly, meaning multiple times per week

	9/28-29, 2021
I did this before the pandemic but do not now	8%
I did this before the pandemic and still do	40%
I started doing this after the pandemic began, because of my pandemic experience	15%
I'm thinking about this now, but haven't started or done this yet	15%
I haven't done this and have no plans to do so	22%

#### c. Gotten another job or other additional source of income

	9/28-29, 2021
I did this before the pandemic but do not now	5%
I did this before the pandemic and still do	10%
I started doing this after the pandemic began, because of my pandemic experience	11%
I'm thinking about this now, but haven't started or done this yet	15%
I haven't done this and have no plans to do so	59%





## PUBLIC POLL FINDINGS AND METHODOLOGY

### d. Seen a therapist or counselor

	9/28-29, 2021
I did this before the pandemic but do not now	9%
I did this before the pandemic and still do	13%
I started doing this after the pandemic began, because of my pandemic experience	8%
I'm thinking about this now, but haven't started or done this yet	11%
I haven't done this and have no plans to do so	60%

### e. Seen a job coach

	9/28-29, 2021
I did this before the pandemic but do not now	3%
I did this before the pandemic and still do	4%
I started doing this after the pandemic began, because of my pandemic experience	5%
I'm thinking about this now, but haven't started or done this yet	7%
I haven't done this and have no plans to do so	81%

### f. Gotten a physical for my overall health

	9/28-29, 2021
I did this before the pandemic but do not now	8%
I did this before the pandemic and still do	48%
I started doing this after the pandemic began, because of my pandemic experience	9%
I'm thinking about this now, but haven't started or done this yet	11%
I haven't done this and have no plans to do so	24%

### g. Eaten a vegan or vegetarian diet

	9/28-29, 2021
I did this before the pandemic but do not now	4%
I did this before the pandemic and still do	11%
I started doing this after the pandemic began, because of my pandemic experience	7%
I'm thinking about this now, but haven't started or done this yet	8%
I haven't done this and have no plans to do so	71%

### h. Taken mental health breaks from work and normal routines

	9/28-29, 2021
I did this before the pandemic but do not now	4%
I did this before the pandemic and still do	27%
I started doing this after the pandemic began, because of my pandemic experience	14%
I'm thinking about this now, but haven't started or done this yet	9%
I haven't done this and have no plans to do so	46%





## PUBLIC POLL FINDINGS AND METHODOLOGY

### i. Taken nutritional supplements

	9/28-29, 2021
I did this before the pandemic but do not now	7%
I did this before the pandemic and still do	45%
I started doing this after the pandemic began, because of my pandemic experience	11%
I'm thinking about this now, but haven't started or done this yet	7%
I haven't done this and have no plans to do so	29%

### j. Re-examined my life priorities

	9/28-29, 2021
I did this before the pandemic but do not now	4%
I did this before the pandemic and still do	34%
I started doing this after the pandemic began, because of my pandemic experience	20%
I'm thinking about this now, but haven't started or done this yet	11%
I haven't done this and have no plans to do so	32%

### k. Changed jobs

	9/28-29, 2021
I did this before the pandemic but do not now	7%
I did this before the pandemic and still do	8%
I started doing this after the pandemic began, because of my pandemic experience	11%
I'm thinking about this now, but haven't started or done this yet	11%
I haven't done this and have no plans to do so	63%

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





## PUBLIC POLL FINDINGS AND METHODOLOGY

13. [IF Q11 DOES 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)	9/28-29, 2021 (N=1,004)
I plan to shop mostly online this holiday season	-	68%	68%
I plan to gather with local friends and family this holiday season	N/A	N/A	67%
I plan to shop more online this holiday season than I did before the pandemic	-	58%	61%
I plan to travel to see friends or family this holiday season	N/A	N/A	40%
I plan to spend more during the holiday shopping season this year than I did last year	27%	34%	29%
I will certainly make a spur of the moment purchase during holiday season shopping	67%	67%	N/A
Most of my holiday shopping season purchases are things I would get anyway	56%	56%	N/A
I will only buy items on sale during the holiday shopping season	53%	56%	N/A
I know exactly the stores I plan to shop at during the holiday shopping season	54%	53%	N/A
I have a specific shopping list I will follow during the holiday shopping season	56%	52%	N/A

\*Previous waves included additional logic.

a. 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)	9/28-29, 2021 (N=1,004)
Strongly agree	10%	12%	9%
Somewhat agree	17%	22%	21%
Somewhat disagree	40%	37%	36%
Strongly disagree	26%	19%	21%
Don't know	7%	10%	14%
<b>Agree (Net)</b>	<b>27%</b>	<b>34%</b>	<b>29%</b>
<b>Disagree (Net)</b>	<b>66%</b>	<b>57%</b>	<b>57%</b>

b. I plan to shop mostly online this holiday season

	8/18-19, 2021 (N=722)	9/28-29, 2021 (N=1,004)
Strongly agree	33%	30%
Somewhat agree	35%	38%
Somewhat disagree	16%	13%
Strongly disagree	8%	8%
Don't know	7%	11%
<b>Agree (Net)</b>	<b>68%</b>	<b>68%</b>
<b>Disagree (Net)</b>	<b>25%</b>	<b>21%</b>







## PUBLIC POLL FINDINGS AND METHODOLOGY

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

	<b>8/18-19, 2021 (N=722)</b>	<b>9/28-29, 2021 (N=1,004)</b>
Strongly agree	25%	24%
Somewhat agree	33%	37%
Somewhat disagree	23%	15%
Strongly disagree	10%	11%
Don't know	9%	13%
<i>Agree (Net)</i>	<i>58%</i>	<i>61%</i>
<i>Disagree (Net)</i>	<i>33%</i>	<i>26%</i>

d. I plan to gather with local friends and family this holiday season

	<b>9/28-29, 2021 (N=1,004)</b>
Strongly agree	28%
Somewhat agree	39%
Somewhat disagree	13%
Strongly disagree	9%
Don't know	11%
<i>Agree (Net)</i>	<i>67%</i>
<i>Disagree (Net)</i>	<i>22%</i>

e. I plan to travel to see friends or family this holiday season

	<b>9/28-29, 2021 (N=1,004)</b>
Strongly agree	16%
Somewhat agree	24%
Somewhat disagree	20%
Strongly disagree	27%
Don't know	13%
<i>Agree (Net)</i>	<i>40%</i>
<i>Disagree (Net)</i>	<i>47%</i>





## PUBLIC POLL FINDINGS AND METHODOLOGY

14. How does your community plan to handle trick-or-treating this Halloween? Select one.

	9/28-29, 2021
Trick-or-treating is continuing like normal	27%
Trick-or-treating is permitted with social distancing	13%
Trick-or-treating is canceled	6%
Trick-or-treating will be done in cars, or drive-thru, rather than going door to door	6%
Something else	2%
Don't know	47%

15. [ASKED IF PARENT OF CHILDREN UNDER 18] How likely are you to allow your child to trick-or-treat this Halloween?

	9/28-29, 2021 (N=267)
Very likely	38%
Somewhat likely	24%
Not very likely	12%
Not at all likely	17%
Don't know	10%
<i>Likely (Net)</i>	<i>62%</i>
<i>Not likely (Net)</i>	<i>28%</i>

16. How familiar, if at all, are you with the changes to the Child Tax Credit, which now gives parents with children age 17 and under an automatic monthly payment?

	7/20-21, 2021	9/28-29, 2021
Very familiar	19%	17%
Somewhat familiar	32%	26%
Have heard of it, but don't know much	32%	28%
Have not heard about it	11%	15%
Don't know	6%	14%
<i>Familiar (Net)</i>	<i>51%</i>	<i>43%</i>





## PUBLIC POLL FINDINGS AND METHODOLOGY

17. As you think about the next six to eight months, do you expect to do any of the following?  
Select all that apply.

	9/28-29, 2021
Purchase a 5G phone	17%
Upgrade the speed of your home internet service	10%
Decrease your traditional pay TV package (i.e., fewer channels)	8%
Upgrade your wireless plan to a faster plan with more data/better speeds	8%
Drop your traditional pay TV (e.g., cable service)	6%
Upgrade your traditional pay TV package (i.e., more channels)	5%
Downgrade the speed of your home internet service	2%
None of these	62%

18. To what extent do you agree or disagree with the following statements?

### Total Agree Summary

	2/17-18, 2021	8/31-9/1, 2021	9/28-29, 2021
I am satisfied with the current speed of my home internet	65%	66%	67%
Using streaming services to watch tv, movies, or other content has helped me or my family make time at home during the pandemic better	59%	59%	60%
I am familiar with 5G technology	50%	52%	52%
My home internet speed has become more important to my household since the pandemic began	50%	54%	51%
The pandemic has made me look for less expensive entertainment, mobile or telecommunications services	38%	38%	41%
I have purchased, or am planning to purchase, a 5G-enabled phone	34%	38%	36%
Having 5G technology for my devices is important to me	29%	33%	32%





## PUBLIC POLL FINDINGS AND METHODOLOGY

- a. My home internet speed has become more important to my household since the pandemic began

	<b>2/17-18, 2021</b>	<b>8/31-9/1, 2021</b>	<b>9/28-29, 2021</b>
Strongly agree	23%	27%	24%
Somewhat agree	27%	27%	27%
Neither agree nor disagree	30%	31%	32%
Somewhat disagree	12%	9%	9%
Strongly disagree	9%	7%	8%
<i>Agree (Net)</i>	<i>50%</i>	<i>54%</i>	<i>51%</i>
<i>Disagree (Net)</i>	<i>20%</i>	<i>15%</i>	<i>17%</i>

- b. I am satisfied with the current speed of my home internet

	<b>2/17-18, 2021</b>	<b>8/31-9/1, 2021</b>	<b>9/28-29, 2021</b>
Strongly agree	25%	24%	28%
Somewhat agree	41%	42%	40%
Neither agree nor disagree	19%	16%	19%
Somewhat disagree	11%	12%	10%
Strongly disagree	5%	6%	4%
<i>Agree (Net)</i>	<i>65%</i>	<i>66%</i>	<i>67%</i>
<i>Disagree (Net)</i>	<i>16%</i>	<i>17%</i>	<i>14%</i>

- c. The pandemic has made me look for less expensive entertainment, mobile or telecommunications services

	<b>2/17-18, 2021</b>	<b>8/31-9/1, 2021</b>	<b>9/28-29, 2021</b>
Strongly agree	15%	15%	15%
Somewhat agree	23%	23%	26%
Neither agree nor disagree	34%	39%	33%
Somewhat disagree	17%	15%	14%
Strongly disagree	12%	9%	12%
<i>Agree (Net)</i>	<i>38%</i>	<i>38%</i>	<i>41%</i>
<i>Disagree (Net)</i>	<i>28%</i>	<i>24%</i>	<i>26%</i>

- d. I am familiar with 5G technology

	<b>2/17-18, 2021</b>	<b>8/31-9/1, 2021</b>	<b>9/28-29, 2021</b>
Strongly agree	17%	15%	17%
Somewhat agree	33%	37%	35%
Neither agree nor disagree	26%	22%	25%
Somewhat disagree	15%	17%	13%
Strongly disagree	9%	9%	9%
<i>Agree (Net)</i>	<i>50%</i>	<i>52%</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>24%</i>	<i>26%</i>	<i>23%</i>



## PUBLIC POLL FINDINGS AND METHODOLOGY

e. Having 5G technology for my devices is important to me

	<b>2/17-18, 2021</b>	<b>8/31-9/1, 2021</b>	<b>9/28-29, 2021</b>
Strongly agree	11%	14%	12%
Somewhat agree	18%	19%	20%
Neither agree nor disagree	32%	34%	32%
Somewhat disagree	18%	17%	17%
Strongly disagree	20%	15%	19%
<i>Agree (Net)</i>	<i>29%</i>	<i>33%</i>	<i>32%</i>
<i>Disagree (Net)</i>	<i>39%</i>	<i>33%</i>	<i>36%</i>

f. I have purchased, or am planning to purchase, a 5G-enabled phone

	<b>2/17-18, 2021</b>	<b>8/31-9/1, 2021</b>	<b>9/28-29, 2021</b>
Strongly agree	16%	19%	19%
Somewhat agree	18%	19%	18%
Neither agree nor disagree	27%	29%	27%
Somewhat disagree	18%	18%	15%
Strongly disagree	21%	16%	22%
<i>Agree (Net)</i>	<i>34%</i>	<i>38%</i>	<i>36%</i>
<i>Disagree (Net)</i>	<i>39%</i>	<i>34%</i>	<i>37%</i>

g. Using streaming services to watch tv, movies, or other content has helped me or my family make time at home during the pandemic better

	<b>2/17-18, 2021</b>	<b>8/31-9/1, 2021</b>	<b>9/28-29, 2021</b>
Strongly agree	27%	27%	28%
Somewhat agree	31%	32%	31%
Neither agree nor disagree	23%	23%	22%
Somewhat disagree	7%	8%	7%
Strongly disagree	11%	9%	12%
<i>Agree (Net)</i>	<i>59%</i>	<i>59%</i>	<i>60%</i>
<i>Disagree (Net)</i>	<i>18%</i>	<i>18%</i>	<i>19%</i>





## PUBLIC POLL FINDINGS AND METHODOLOGY

19. Below are some of the experiences that 5G will enhance through improved speed and latency (i.e., no lag time). Which of these, if any, increases your interest in 5G? Select all that apply.

	9/28-29, 2021
Video streaming	43%
Music streaming	32%
Enhanced video (e.g., 4K, 8K)	27%
Gaming	26%
Smart home features (e.g., security, lighting, thermostat control, etc.)	19%
Live sports streaming	17%
Telemedicine	12%
Augmented/virtual reality	10%
Immersive education	9%
None of these	38%





## PUBLIC POLL FINDINGS AND METHODOLOGY

### About the Study

These are some of the findings of the thirty-eighth wave of an Ipsos poll conducted between September 28-29, 2021. For this survey, a sample of 1,173 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 thirty-fifth wave was conducted August 18-19, 2021 among 1,177 adults.
- The thirty-sixth wave was conducted August 31-September 1, 2021 among 1,166 adults.
- The thirty-seventh wave was conducted September 14-15, 2021 among 1,177.

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





## PUBLIC POLL FINDINGS AND METHODOLOGY

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 Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,173, 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, thirty-fourth, thirty-fifth, thirty-sixth, and thirty-seventh 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.

### For more information on this news release, please contact:

Chris Jackson  
Senior Vice President, US  
Public Affairs  
+1 202 420-2025  
[chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)

Mallory Newall  
Vice President, US  
Public Affairs  
+1 202 420-2014  
[mallory.newall@ipsos.com](mailto:mallory.newall@ipsos.com)







## PUBLIC POLL FINDINGS AND 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](http://www.ipsos.com)

