



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, October 14, 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
10/12-13, 2021 (N=1,174)	29%	10%	18%	33%	36%	20%	15%	3%
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%



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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
11/10-11, 2020 (N=1,113)	40%	16%	23%	33%	25%	15%	11%	2%
10/27-28, 2020 (N=1,115)	38%	17%	20%	34%	27%	16%	11%	2%
10/13-14, 2020 (N=1,114)	36%	16%	21%	33%	29%	17%	12%	1%
9/29-30, 2020 (N=1,115)	35%	16%	18%	34%	30%	17%	13%	2%
9/15-16, 2020 (N=1,113)	36%	18%	18%	33%	29%	16%	12%	1%
9/1-2, 2020 (N=1,113)	33%	14%	19%	33%	32%	19%	14%	1%
8/18-19, 2020 (N=1115)	34%	14%	20%	37%	28%	17%	11%	1%
8/4-5, 2020 (N=1,111)	33%	14%	19%	37%	29%	17%	12%	2%
7/21-22, 2020 (N=1,115)	34%	15%	19%	36%	29%	19%	10%	1%
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
10/12-13, 2021	2%	7%	17%	28%	2%	15%	18%	10%
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%



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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, 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
10/12-13, 2021	7%	23%	47%	23%
9/28-29, 2021	8%	22%	47%	22%
9/14-15, 2021	7%	26%	45%	22%
8/31-9/1, 2021	6%	23%	48%	23%
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
10/12-13, 2021	5%	9%	36%	28%	21%
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%





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5. 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
10/12-13, 2021	10%	68%	6%	16%
9/28-29, 2021	10%	67%	6%	17%
9/14-15, 2021	11%	65%	7%	17%
8/31-9/1, 2021	7%	67%	8%	18%
8/18-19, 2021	8%	69%	7%	16%
8/3-4, 2021	6%	66%	9%	19%
7/20-21, 2021	8%	64%	9%	20%
7/6-7, 2021	5%	67%	10%	19%
6/22-23, 2021	7%	61%	9%	22%
6/8-9, 2021	7%	60%	12%	21%
5/25-26, 2021	11%	59%	11%	19%
5/11-12, 2021	11%	53%	13%	23%
4/27-28, 2021	16%	47%	17%	20%
4/13-14, 2021	17%	38%	21%	23%

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

	Yes, working mostly from home	Yes, working completely from home	Yes (Net)	No	I am not currently working
10/12-13, 2021	12%	12%	23%	38%	39%
9/28-29, 2021	11%	12%	23%	37%	39%
9/14-15, 2021	12%	12%	24%	40%	36%
8/31-9/1, 2021	14%	11%	26%	41%	34%
8/18-19, 2021	14%	11%	25%	42%	33%
8/3-4, 2021	16%	12%	28%	38%	34%
7/20-21, 2021	15%	12%	26%	40%	34%
7/6-7, 2021	15%	15%	29%	38%	32%
6/22-23, 2021	14%	14%	28%	40%	32%
6/8-9, 2021	13%	16%	30%	38%	32%
5/25-26, 2021	16%	17%	33%	36%	31%
5/11-12, 2021	16%	14%	31%	37%	32%
4/13-14, 2021	18%	15%	33%	35%	32%
3/15-16, 2021	16%	18%	34%	32%	33%



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

	8/18-19, 2021	8/31-9/1, 2021	9/14-15, 2021	10/12-13, 2021
Increased a lot	9%	9%	8%	5%
Increased somewhat	28%	28%	24%	16%
Not changed	47%	49%	55%	58%
Decreased somewhat	8%	8%	7%	13%
Decreased a lot	8%	6%	7%	8%
<i>Increased (Net)</i>	<i>38%</i>	<i>37%</i>	<i>32%</i>	<i>21%</i>
<i>Decreased (Net)</i>	<i>15%</i>	<i>14%</i>	<i>13%</i>	<i>21%</i>

8. Are you more or less comfortable with the idea of doing the following now than you were a month ago?

Total More Comfortable

	6/8-9, 2020	10/12-13, 2021
Going to a grocery store	39%	50%
Dining outside at a restaurant	32%	48%
Visiting a friend's house	38%	47%
Going to a 'non essential' store	31%	40%
Dining indoors at a restaurant	23%	40%
Going to an outdoor event (e.g., concert)	18%	36%
Going to your place of employment	23%	29%
Going to the gym or other exercise location (yoga studio, etc.)	N/A	27%
Flying	14%	24%
Using a taxi or ride share	10%	22%
Riding a bus	8%	21%
Riding a subway	7%	18%

a. Flying

	6/8-9, 2020	10/12-13, 2021
Much more comfortable	3%	11%
Slightly more comfortable	11%	13%
Not more or less comfortable	32%	36%
Slightly less comfortable	18%	12%
Much less comfortable	31%	17%
Don't know	5%	11%
<i>More comfortable (Net)</i>	<i>14%</i>	<i>24%</i>
<i>Less comfortable (Net)</i>	<i>49%</i>	<i>29%</i>





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b. Riding a bus

	6/8-9, 2020	10/12-13, 2021
Much more comfortable	2%	10%
Slightly more comfortable	6%	12%
Not more or less comfortable	32%	36%
Slightly less comfortable	19%	13%
Much less comfortable	34%	17%
Don't know	6%	12%
<i>More comfortable (Net)</i>	8%	21%
<i>Less comfortable (Net)</i>	54%	30%

c. Riding a subway

	6/8-9, 2020	10/12-13, 2021
Much more comfortable	1%	8%
Slightly more comfortable	6%	10%
Not more or less comfortable	31%	36%
Slightly less comfortable	18%	12%
Much less comfortable	36%	17%
Don't know	8%	18%
<i>More comfortable (Net)</i>	7%	18%
<i>Less comfortable (Net)</i>	54%	29%

d. Using a taxi or ride share

	6/8-9, 2020	10/12-13, 2021
Much more comfortable	3%	9%
Slightly more comfortable	7%	13%
Not more or less comfortable	34%	39%
Slightly less comfortable	22%	13%
Much less comfortable	29%	15%
Don't know	5%	11%
<i>More comfortable (Net)</i>	10%	22%
<i>Less comfortable (Net)</i>	51%	29%

e. Going to your place of employment

	6/8-9, 2020	10/12-13, 2021
Much more comfortable	6%	14%
Slightly more comfortable	17%	15%
Not more or less comfortable	44%	40%
Slightly less comfortable	13%	8%
Much less comfortable	10%	6%
Don't know	11%	18%
<i>More comfortable (Net)</i>	23%	29%
<i>Less comfortable (Net)</i>	23%	13%





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f. Dining outside at a restaurant

	6/8-9, 2020	10/12-13, 2021
Much more comfortable	10%	25%
Slightly more comfortable	22%	23%
Not more or less comfortable	34%	36%
Slightly less comfortable	19%	7%
Much less comfortable	13%	5%
Don't know	3%	3%
<i>More comfortable (Net)</i>	32%	48%
<i>Less comfortable (Net)</i>	32%	13%

g. Dining indoors at a restaurant

	6/8-9, 2020	10/12-13, 2021
Much more comfortable	6%	17%
Slightly more comfortable	16%	23%
Not more or less comfortable	33%	38%
Slightly less comfortable	20%	11%
Much less comfortable	22%	8%
Don't know	2%	2%
<i>More comfortable (Net)</i>	23%	40%
<i>Less comfortable (Net)</i>	42%	19%

h. Going to an outdoor event (e.g., concert)

	6/8-9, 2020	10/12-13, 2021
Much more comfortable	5%	16%
Slightly more comfortable	13%	20%
Not more or less comfortable	33%	37%
Slightly less comfortable	20%	11%
Much less comfortable	26%	11%
Don't know	3%	6%
<i>More comfortable (Net)</i>	18%	36%
<i>Less comfortable (Net)</i>	46%	21%

i. Visiting a friend's house

	6/8-9, 2020	10/12-13, 2021
Much more comfortable	12%	24%
Slightly more comfortable	26%	23%
Not more or less comfortable	39%	37%
Slightly less comfortable	16%	9%
Much less comfortable	6%	5%
Don't know	2%	3%
<i>More comfortable (Net)</i>	38%	47%
<i>Less comfortable (Net)</i>	21%	14%



j. Going to a grocery store

	6/8-9, 2020	10/12-13, 2021
Much more comfortable	13%	23%
Slightly more comfortable	26%	27%
Not more or less comfortable	37%	39%
Slightly less comfortable	16%	7%
Much less comfortable	7%	3%
Don't know	1%	2%
<i>More comfortable (Net)</i>	39%	50%
<i>Less comfortable (Net)</i>	23%	10%

k. Going to a 'non-essential' store

	6/8-9, 2020	10/12-13, 2021
Much more comfortable	9%	15%
Slightly more comfortable	22%	24%
Not more or less comfortable	38%	43%
Slightly less comfortable	17%	10%
Much less comfortable	11%	4%
Don't know	2%	3%
<i>More comfortable (Net)</i>	31%	40%
<i>Less comfortable (Net)</i>	28%	14%

i. Going to the gym or other exercise location (yoga studio, etc.)

	10/12-13, 2021
Much more comfortable	12%
Slightly more comfortable	15%
Not more or less comfortable	38%
Slightly less comfortable	12%
Much less comfortable	13%
Don't know	11%
<i>More comfortable (Net)</i>	27%
<i>Less comfortable (Net)</i>	24%

9. In the past three months, which of the following, if any, have you experienced? Select all that apply.

	10/12-13, 2021
Reduced hours at restaurants	34%
Reduced hours at retail stores	32%
Longer delivery or take-out times for food	30%
Longer wait times when visiting restaurants	28%
Longer wait times for rideshare services (e.g Uber or Lyft)	9%
None of the above	40%



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10. **[OF Q10 DOES NOT EQUAL “None of the above”]** How big of a role, if any, do you think labor shortages played in the longer wait times or reduced hours you have experienced?

	10/12-13, 2021 (N=731)
Major	65%
Minor	29%
None	6%

11. 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	10/12- 13, 2021
I already started	12%	14%	19%	25%	50%	13%	18%	22%
September	7%	3%	2%	-	-	7%	N/A	N/A
October	17%	16%	17%	8%	-	19%	15%	9%
November	28%	25%	26%	30%	12%	30%	30%	33%
December	10%	9%	8%	9%	17%	11%	8%	8%
I do not do any holiday shopping	12%	14%	13%	15%	12%	11%	14%	13%
Don't know	13%	19%	14%	13%	8%	10%	15%	15%

12. **[IF Q12 DOES NOT EQUAL “I DO NOT DO ANY HOLIDAY SHOPPING”]** When it comes to your holiday shopping, what categories of gifts do you intend to buy for your friends and family?

	10/12-13, 2021 (N=1,024)
Gift cards	55%
Clothing and apparel	51%
Food or beverages	26%
Books	24%
Cosmetics and perfume	23%
Small electronics (e.g. phone, tablet, camera, speaker/voice assistant)	22%
Jewelry	22%
Gaming devices and accessories	22%
Housewares	20%
Experiences (e.g., museum memberships, travel-related gifts, etc.)	13%
Music	12%
Computer and accessories	12%
Home appliances	10%
Larger electronics (e.g. TV, computer)	8%
Automotive	4%
Other	15%
Don't know yet	14%





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13. Which of the following situations, if any, concern you about buying gifts online?

	10/12-13, 2021
Shipping will take too long	41%
Gift will arrive at the wrong time (either too early or too late)	28%
Gift will be damaged during shipment	24%
Quality will be lower than expected	20%
Price will be included in packaging	11%
Packaging gives away the gift before opening	10%
Gift wrapping is too expensive	7%
Gift wrapping feels impersonal	5%
Other	2%
None of these	33%

14. In general, how much do you trust the information you receive from the following sources?

Total Trust Summary

	8/4-5, 2020	10/12-13, 2021
Reviews from other users or customers of a product or service (i.e. Yelp, Amazon reviews, etc.)	49%	53%
Companies or brands	31%	37%
Articles shared on social media by friends or acquaintances	26%	28%
Television advertising	23%	26%
Influencers	16%	19%
Politicians	12%	11%

a. Television advertising

	8/4-5, 2020	10/12-13, 2021
Trust a great deal	4%	5%
Trust a little	19%	21%
Neither trust nor distrust	39%	40%
Distrust a little	23%	23%
Distrust a great deal	15%	10%
<i>Trust (Net)</i>	<i>23%</i>	<i>26%</i>
<i>Distrust (Net)</i>	<i>38%</i>	<i>34%</i>





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- b. Reviews from other users or customers of a product or service (i.e. Yelp, Amazon reviews, etc.)

	8/4-5, 2020	10/12-13, 2021
Trust a great deal	10%	13%
Trust a little	39%	39%
Neither trust nor distrust	30%	31%
Distrust a little	16%	12%
Distrust a great deal	5%	5%
<i>Trust (Net)</i>	<i>49%</i>	<i>53%</i>
<i>Distrust (Net)</i>	<i>21%</i>	<i>17%</i>

- c. Articles shared on social media by friends or acquaintances

	8/4-5, 2020	10/12-13, 2021
Trust a great deal	4%	5%
Trust a little	22%	22%
Neither trust nor distrust	37%	40%
Distrust a little	20%	19%
Distrust a great deal	17%	13%
<i>Trust (Net)</i>	<i>26%</i>	<i>28%</i>
<i>Distrust (Net)</i>	<i>37%</i>	<i>32%</i>

- d. Companies or brands

	8/4-5, 2020	10/12-13, 2021
Trust a great deal	4%	8%
Trust a little	27%	29%
Neither trust nor distrust	45%	40%
Distrust a little	17%	17%
Distrust a great deal	7%	6%
<i>Trust (Net)</i>	<i>31%</i>	<i>37%</i>
<i>Distrust (Net)</i>	<i>24%</i>	<i>23%</i>

- e. Influencers

	8/4-5, 2020	10/12-13, 2021
Trust a great deal	3%	4%
Trust a little	12%	15%
Neither trust nor distrust	36%	36%
Distrust a little	25%	22%
Distrust a great deal	23%	22%
<i>Trust (Net)</i>	<i>16%</i>	<i>19%</i>
<i>Distrust (Net)</i>	<i>48%</i>	<i>45%</i>





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f. Politicians

	8/4-5, 2020	10/12-13, 2021
Trust a great deal	3%	3%
Trust a little	9%	8%
Neither trust nor distrust	21%	24%
Distrust a little	24%	22%
Distrust a great deal	43%	43%
<i>Trust (Net)</i>	12%	11%
<i>Distrust (Net)</i>	67%	65%

15. How frequently do you make purchases with a mobile wallet, like Apple Pay or Venmo?

	8/4-5, 2020	10/12-13, 2021
Frequently	10%	10%
Occasionally	18%	19%
Rarely	14%	15%
I have it set up but I never use it	5%	5%
Never	11%	14%
I do not use a mobile wallet	41%	37%
<i>Frequently/Occasionally (Net)</i>	28%	29%
<i>Rarely/Never (Net)</i>	25%	29%

16. On average, how much time do you spend on social media per day?

	8/18-19, 2020	10/27-28, 2020	10/12-13, 2021
I do not use social media	14%	14%	15%
Less than 1 hour	28%	31%	31%
1-3 hours	37%	37%	34%
4-6 hours	13%	11%	13%
6+ hours	8%	6%	7%

17. **[IF PARENTS]** Would you say your children are spending more, less, or about the same amount of time on social media now compared to before COVID-19?

	10/12-13, 2021 (N=293)
More	34%
Less	9%
About the same	32%
My children don't use social media	24%





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

Total Agree Summary

	10/12-13, 2021
I don't believe I have ever shared misleading or false content	65%
I want social media platforms to remove content that is misleading or false	64%
Social media companies should face stricter regulation about the content shared on their platforms	60%
I hope if I share something misleading or false on social media that the platform will flag or delete it	58%
I want social media platforms to decide if something is misleading or false using human fact-checkers	50%
People should be able to post whatever they want on social media and other web sites	39%
I want social media platforms to decide if something is misleading or false using algorithms	37%
I want the government to decide if something is misleading or false	24%

a. Social media companies should face stricter regulation about the content shared on their platforms

	10/12-13, 2021
Strongly agree	29%
Somewhat agree	31%
Neither agree nor disagree	26%
Somewhat disagree	7%
Strongly disagree	6%
<i>Agree (Net)</i>	<i>60%</i>
<i>Disagree (Net)</i>	<i>13%</i>

b. People should be able to post whatever they want on social media and other web sites

	10/12-13, 2021
Strongly agree	17%
Somewhat agree	22%
Neither agree nor disagree	23%
Somewhat disagree	19%
Strongly disagree	19%
<i>Agree (Net)</i>	<i>39%</i>
<i>Disagree (Net)</i>	<i>38%</i>



c. I don't believe I have ever shared misleading or false content

	10/12-13, 2021
Strongly agree	39%
Somewhat agree	26%
Neither agree nor disagree	26%
Somewhat disagree	6%
Strongly disagree	3%
<i>Agree (Net)</i>	65%
<i>Disagree (Net)</i>	8%

d. I hope if I share something misleading or false on social media that the platform will flag or delete it

	10/12-13, 2021
Strongly agree	30%
Somewhat agree	29%
Neither agree nor disagree	26%
Somewhat disagree	7%
Strongly disagree	9%
<i>Agree (Net)</i>	58%
<i>Disagree (Net)</i>	15%

e. I want social media platforms to remove content that is misleading or false

	10/12-13, 2021
Strongly agree	39%
Somewhat agree	25%
Neither agree nor disagree	19%
Somewhat disagree	7%
Strongly disagree	9%
<i>Agree (Net)</i>	64%
<i>Disagree (Net)</i>	17%

f. I want the government to decide if something is misleading or false

	10/12-13, 2021
Strongly agree	8%
Somewhat agree	16%
Neither agree nor disagree	31%
Somewhat disagree	16%
Strongly disagree	28%
<i>Agree (Net)</i>	24%
<i>Disagree (Net)</i>	45%



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- g. I want social media platforms to decide if something is misleading or false using algorithms

	10/12-13, 2021
Strongly agree	14%
Somewhat agree	23%
Neither agree nor disagree	33%
Somewhat disagree	12%
Strongly disagree	18%
<i>Agree (Net)</i>	<i>37%</i>
<i>Disagree (Net)</i>	<i>30%</i>

- h. I want social media platforms to decide if something is misleading or false using human fact-checkers

	10/12-13, 2021
Strongly agree	22%
Somewhat agree	28%
Neither agree nor disagree	28%
Somewhat disagree	8%
Strongly disagree	14%
<i>Agree (Net)</i>	<i>50%</i>
<i>Disagree (Net)</i>	<i>22%</i>





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About the Study

These are some of the findings of the thirty-ninth wave of an Ipsos poll conducted between October 12-13, 2021. For this survey, a sample of 1,174 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 adults.
- The thirty-eighth wave was conducted September 28-29, 2021 among 1,173 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





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obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2018 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education. Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.3 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,174, 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, thirty-seventh and thirty-eighth waves of this study have a credibility interval of plus or minus 3.3 percentage points for all respondents.
- The second, third, tenth, and nineteenth waves of this study have a credibility interval of plus or minus 3.4 percentage points for all respondents.

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About Ipsos

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