



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, October 28, 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
11/9-10, 2021 (N=1,160)	24%	9%	15%	33%	41%	22%	19%	3%
10/26-27, 2021 (N=1,160)	26%	12%	14%	34%	37%	22%	15%	3%
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%



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
12/9-10, 2020 (N=1,112)	39%	17%	22%	34%	25%	15%	10%	1%
11/24-25, 2020 (N=1,114)	40%	18%	21%	36%	23%	14%	9%	2%
11/10-11, 2020 (N=1,113)	40%	16%	23%	33%	25%	15%	11%	2%
10/27-28, 2020 (N=1,115)	38%	17%	20%	34%	27%	16%	11%	2%
10/13-14, 2020 (N=1,114)	36%	16%	21%	33%	29%	17%	12%	1%
9/29-30, 2020 (N=1,115)	35%	16%	18%	34%	30%	17%	13%	2%
9/15-16, 2020 (N=1,113)	36%	18%	18%	33%	29%	16%	12%	1%
9/1-2, 2020 (N=1,113)	33%	14%	19%	33%	32%	19%	14%	1%
8/18-19, 2020 (N=1115)	34%	14%	20%	37%	28%	17%	11%	1%
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%



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
11/9-10, 2021	3%	6%	13%	24%	4%	14%	23%	13%
10/26-27, 2021	3%	7%	15%	29%	3%	14%	19%	10%
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%



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
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%





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
11/9-10, 2021	7%	21%	46%	27%
10/26-27, 2021	10%	21%	46%	23%
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%





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
11/9-10, 2021	4%	11%	35%	26%	24%
10/26-27, 2021	5%	9%	38%	27%	21%
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%



PUBLIC POLL FINDINGS AND METHODOLOGY

5. Are you vaccinated against COVID-19?
If yes, are you partially vaccinated, fully vaccinated, or fully vaccinated plus a booster?

	Partially vaccinated	Fully vaccinated	Fully vaccinated and booster	No, but I plan to get the vaccine	No, and I do not plan to get the vaccine	<i>Total partially vaccinated/fully vaccinated/booster</i>
11/9-10, 2021	11%	61%	9%	5%	14%	81%

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
11/9-10, 2021	14%	12%	26%	39%	35%
10/26-27, 2021	13%	11%	24%	39%	36%
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%





PUBLIC POLL FINDINGS AND METHODOLOGY

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	10/26-27, 2021	11/9-10, 2021
Increased a lot	9%	9%	8%	5%	6%	5%
Increased somewhat	28%	28%	24%	16%	14%	11%
Not changed	47%	49%	55%	58%	59%	55%
Decreased somewhat	8%	8%	7%	13%	13%	16%
Decreased a lot	8%	6%	7%	8%	9%	12%
<i>Increased (Net)</i>	<i>38%</i>	<i>37%</i>	<i>32%</i>	<i>21%</i>	<i>20%</i>	<i>16%</i>
<i>Decreased (Net)</i>	<i>15%</i>	<i>14%</i>	<i>13%</i>	<i>21%</i>	<i>22%</i>	<i>28%</i>

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

Total More Comfortable

	6/8-9, 2020	10/12-13, 2021	11/9-10, 2021
Going to a grocery store	39%	50%	53%
Visiting a friend's house	38%	47%	50%
Dining outside at a restaurant	32%	48%	49%
Dining indoors at a restaurant	23%	40%	45%
Going to a 'non essential' store	31%	40%	44%
Going to an outdoor event (e.g., concert)	18%	36%	37%
Going to your place of employment	23%	29%	34%
Going to the gym or other exercise location (yoga studio, etc.)	N/A	27%	26%
Flying	14%	24%	25%
Using a taxi or ride share	10%	22%	25%
Riding a bus	8%	21%	22%
Riding a subway	7%	18%	19%

a. Flying

	6/8-9, 2020	10/12-13, 2021	11/9-10, 2021
Much more comfortable	3%	11%	13%
Slightly more comfortable	11%	13%	12%
Not more or less comfortable	32%	36%	40%
Slightly less comfortable	18%	12%	11%
Much less comfortable	31%	17%	14%
Don't know	5%	11%	10%
<i>More comfortable (Net)</i>	<i>14%</i>	<i>24%</i>	<i>25%</i>
<i>Less comfortable (Net)</i>	<i>49%</i>	<i>29%</i>	<i>25%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

b. Riding a bus

	6/8-9, 2020	10/12-13, 2021	11/9-10, 2021
Much more comfortable	2%	10%	11%
Slightly more comfortable	6%	12%	11%
Not more or less comfortable	32%	36%	40%
Slightly less comfortable	19%	13%	10%
Much less comfortable	34%	17%	16%
Don't know	6%	12%	11%
<i>More comfortable (Net)</i>	8%	21%	22%
<i>Less comfortable (Net)</i>	54%	30%	27%

c. Riding a subway

	6/8-9, 2020	10/12-13, 2021	11/9-10, 2021
Much more comfortable	1%	8%	10%
Slightly more comfortable	6%	10%	9%
Not more or less comfortable	31%	36%	39%
Slightly less comfortable	18%	12%	10%
Much less comfortable	36%	17%	16%
Don't know	8%	18%	16%
<i>More comfortable (Net)</i>	7%	18%	19%
<i>Less comfortable (Net)</i>	54%	29%	26%

d. Using a taxi or ride share

	6/8-9, 2020	10/12-13, 2021	11/9-10, 2021
Much more comfortable	3%	9%	10%
Slightly more comfortable	7%	13%	15%
Not more or less comfortable	34%	39%	39%
Slightly less comfortable	22%	13%	11%
Much less comfortable	29%	15%	14%
Don't know	5%	11%	11%
<i>More comfortable (Net)</i>	10%	22%	25%
<i>Less comfortable (Net)</i>	51%	29%	25%



e. Going to your place of employment

	6/8-9, 2020	10/12-13, 2021	11/9-10, 2021
Much more comfortable	6%	14%	18%
Slightly more comfortable	17%	15%	16%
Not more or less comfortable	44%	40%	38%
Slightly less comfortable	13%	8%	6%
Much less comfortable	10%	6%	6%
Don't know	11%	18%	15%
<i>More comfortable (Net)</i>	<i>23%</i>	<i>29%</i>	<i>34%</i>
<i>Less comfortable (Net)</i>	<i>23%</i>	<i>13%</i>	<i>13%</i>

f. Dining outside at a restaurant

	6/8-9, 2020	10/12-13, 2021	11/9-10, 2021
Much more comfortable	10%	25%	28%
Slightly more comfortable	22%	23%	21%
Not more or less comfortable	34%	36%	35%
Slightly less comfortable	19%	7%	8%
Much less comfortable	13%	5%	5%
Don't know	3%	3%	3%
<i>More comfortable (Net)</i>	<i>32%</i>	<i>48%</i>	<i>49%</i>
<i>Less comfortable (Net)</i>	<i>32%</i>	<i>13%</i>	<i>13%</i>

g. Dining indoors at a restaurant

	6/8-9, 2020	10/12-13, 2021	11/9-10, 2021
Much more comfortable	6%	17%	20%
Slightly more comfortable	16%	23%	25%
Not more or less comfortable	33%	38%	35%
Slightly less comfortable	20%	11%	10%
Much less comfortable	22%	8%	7%
Don't know	2%	2%	2%
<i>More comfortable (Net)</i>	<i>23%</i>	<i>40%</i>	<i>45%</i>
<i>Less comfortable (Net)</i>	<i>42%</i>	<i>19%</i>	<i>17%</i>

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

	6/8-9, 2020	10/12-13, 2021	11/9-10, 2021
Much more comfortable	5%	16%	19%
Slightly more comfortable	13%	20%	18%
Not more or less comfortable	33%	37%	37%
Slightly less comfortable	20%	11%	10%
Much less comfortable	26%	11%	11%
Don't know	3%	6%	5%
<i>More comfortable (Net)</i>	<i>18%</i>	<i>36%</i>	<i>37%</i>
<i>Less comfortable (Net)</i>	<i>46%</i>	<i>21%</i>	<i>21%</i>



PUBLIC POLL FINDINGS AND METHODOLOGY

i. Visiting a friend's house

	6/8-9, 2020	10/12-13, 2021	11/9-10, 2021
Much more comfortable	12%	24%	27%
Slightly more comfortable	26%	23%	23%
Not more or less comfortable	39%	37%	36%
Slightly less comfortable	16%	9%	8%
Much less comfortable	6%	5%	4%
Don't know	2%	3%	3%
<i>More comfortable (Net)</i>	38%	47%	50%
<i>Less comfortable (Net)</i>	21%	14%	12%

j. Going to a grocery store

	6/8-9, 2020	10/12-13, 2021	11/9-10, 2021
Much more comfortable	13%	23%	29%
Slightly more comfortable	26%	27%	24%
Not more or less comfortable	37%	39%	36%
Slightly less comfortable	16%	7%	6%
Much less comfortable	7%	3%	4%
Don't know	1%	2%	1%
<i>More comfortable (Net)</i>	39%	50%	53%
<i>Less comfortable (Net)</i>	23%	10%	10%

k. Going to a 'non-essential' store

	6/8-9, 2020	10/12-13, 2021	11/9-10, 2021
Much more comfortable	9%	15%	21%
Slightly more comfortable	22%	24%	24%
Not more or less comfortable	38%	43%	40%
Slightly less comfortable	17%	10%	7%
Much less comfortable	11%	4%	5%
Don't know	2%	3%	3%
<i>More comfortable (Net)</i>	31%	40%	44%
<i>Less comfortable (Net)</i>	28%	14%	12%

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

	10/12-13, 2021	11/9-10, 2021
Much more comfortable	12%	14%
Slightly more comfortable	15%	13%
Not more or less comfortable	38%	38%
Slightly less comfortable	12%	11%
Much less comfortable	13%	15%
Don't know	11%	10%
<i>More comfortable (Net)</i>	27%	26%
<i>Less comfortable (Net)</i>	24%	25%



PUBLIC POLL FINDINGS AND METHODOLOGY

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

	10/12-13, 2021	11/9-10, 2021
Longer or delayed shipping for items ordered online	N/A	40%
Reduced hours at restaurants	34%	32%
Reduced hours at retail stores	32%	28%
Longer wait times when visiting restaurants	28%	27%
Longer delivery or take-out times for food	30%	25%
Longer wait times for rideshare services (e.g Uber or Lyft)	9%	11%
Restaurants no longer offering take-out and/or delivery even though they did earlier in the pandemic	N/A	10%
None of the above	40%	32%

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

	5/25-26, 2021	6/8-9, 2021	6/22-23, 2021	7/6-7, 2021	7/20-21, 2021	11/9-10, 2021
It will increase a lot	6%	4%	6%	6%	8%	9%
It will increase a little	21%	22%	18%	20%	19%	21%
It will not change	51%	52%	54%	51%	52%	46%
It will decrease a little	9%	10%	11%	11%	11%	12%
It will decrease a lot	6%	5%	5%	5%	5%	6%
Don't know	8%	7%	6%	8%	5%	7%
<i>Increase (Net)</i>	<i>26%</i>	<i>26%</i>	<i>24%</i>	<i>26%</i>	<i>27%</i>	<i>30%</i>
<i>Decrease (Net)</i>	<i>15%</i>	<i>15%</i>	<i>16%</i>	<i>16%</i>	<i>16%</i>	<i>17%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

11. Thinking about the prices you have paid for the following in recent weeks, do they generally seem higher, lower, or about the same as in the start of this year?

Total Higher Summary

	7/6-7, 2021	7/20-21, 2021	8/31-9/1, 2021	11/9-10, 2021
Gasoline	78%	80%	77%	79%
Your total grocery bill	68%	70%	72%	73%
Meat	66%	69%	71%	73%
Fresh fruit and vegetables	60%	66%	65%	69%
Food at restaurants	58%	60%	59%	61%
Electricity	43%	52%	46%	51%
Clothing	N/A	N/A	N/A	46%
Entertainment	N/A	N/A	N/A	41%
Your total household expenses (rent/mortgage, utilities, maintenance, etc.)	N/A	N/A	N/A	49%

a. Meat

	7/6-7, 2021	7/20-21, 2021	8/31-9/1, 2021	11/9-10, 2021
Much higher	25%	32%	32%	32%
Somewhat higher	41%	37%	39%	38%
About the same	24%	20%	19%	20%
Somewhat lower	3%	3%	1%	2%
Much lower	1%	1%	1%	1%
Not applicable	3%	3%	2%	3%
Don't know	4%	4%	5%	4%
<i>Higher (Net)</i>	66%	69%	71%	70%
<i>Lower (Net)</i>	4%	4%	2%	3%

b. Fresh fruit and vegetables

	7/6-7, 2021	7/20-21, 2021	8/31-9/1, 2021	11/9-10, 2021
Much higher	16%	22%	20%	24%
Somewhat higher	44%	44%	44%	45%
About the same	32%	25%	27%	24%
Somewhat lower	2%	3%	2%	3%
Much lower	1%	2%	1%	1%
Not applicable	1%	*	1%	1%
Don't know	3%	3%	5%	3%
<i>Higher (Net)</i>	60%	66%	65%	69%
<i>Lower (Net)</i>	4%	5%	3%	3%



PUBLIC POLL FINDINGS AND METHODOLOGY

11. Thinking about the prices you have paid for the following in recent weeks, do they generally seem higher, lower, or about the same as in the start of this year?

c. Your total grocery bill

	7/6-7, 2021	7/20-21, 2021	8/31-9/1, 2021	11/9-10, 2021
Much higher	23%	27%	28%	32%
Somewhat higher	45%	43%	45%	40%
About the same	27%	22%	21%	20%
Somewhat lower	2%	3%	2%	3%
Much lower	2%	2%	1%	2%
Not applicable	*	*	1%	*
Don't know	1%	2%	3%	2%
<i>Higher (Net)</i>	68%	70%	72%	73%
<i>Lower (Net)</i>	3%	5%	2%	5%

d. Gasoline

	7/6-7, 2021	7/20-21, 2021	8/31-9/1, 2021	11/9-10, 2021
Much higher	47%	50%	44%	55%
Somewhat higher	31%	30%	33%	24%
About the same	13%	9%	13%	11%
Somewhat lower	3%	3%	2%	3%
Much lower	1%	1%	1%	1%
Not applicable	3%	3%	3%	4%
Don't know	2%	3%	3%	3%
<i>Higher (Net)</i>	78%	80%	77%	79%
<i>Lower (Net)</i>	4%	5%	3%	4%

e. Electricity

	7/6-7, 2021	7/20-21, 2021	8/31-9/1, 2021	11/9-10, 2021
Much higher	13%	19%	15%	17%
Somewhat higher	30%	32%	31%	34%
About the same	46%	37%	42%	38%
Somewhat lower	3%	3%	2%	4%
Much lower	1%	2%	1%	1%
Not applicable	2%	1%	2%	2%
Don't know	5%	5%	7%	5%
<i>Higher (Net)</i>	43%	52%	46%	51%
<i>Lower (Net)</i>	4%	4%	3%	5%





PUBLIC POLL FINDINGS AND METHODOLOGY

11. Thinking about the prices you have paid for the following in recent weeks, do they generally seem higher, lower, or about the same as in the start of this year?

f. Food at restaurants

	7/6-7, 2021	7/20-21, 2021	8/31-9/1, 2021	11/9-10, 2021
Much higher	14%	20%	19%	18%
Somewhat higher	43%	40%	40%	41%
About the same	31%	26%	26%	27%
Somewhat lower	2%	4%	3%	3%
Much lower	2%	2%	1%	2%
Not applicable	3%	4%	4%	4%
Don't know	4%	5%	7%	5%
<i>Higher (Net)</i>	58%	60%	59%	59%
<i>Lower (Net)</i>	4%	5%	4%	4%

g. Clothing

	11/9-10, 2021
Much higher	12%
Somewhat higher	34%
About the same	35%
Somewhat lower	4%
Much lower	2%
Not applicable	5%
Don't know	8%
<i>Higher (Net)</i>	46%
<i>Lower (Net)</i>	6%

h. Entertainment

	11/9-10, 2021
Much higher	15%
Somewhat higher	25%
About the same	35%
Somewhat lower	4%
Much lower	2%
Not applicable	10%
Don't know	9%
<i>Higher (Net)</i>	41%
<i>Lower (Net)</i>	6%





PUBLIC POLL FINDINGS AND METHODOLOGY

11. Thinking about the prices you have paid for the following in recent weeks, do they generally seem higher, lower, or about the same as in the start of this year?

i. Your total household expenses

	11/9-10, 2021
Much higher	19%
Somewhat higher	31%
About the same	41%
Somewhat lower	2%
Much lower	1%
Not applicable	3%
Don't know	4%
<i>Higher (Net)</i>	49%
<i>Lower (Net)</i>	3%

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	10/12-13, 2021	11/9-10, 2021
I already started	12%	14%	19%	25%	50%	13%	18%	22%	34%
September	7%	3%	2%	-	-	7%	N/A	N/A	N/A
October	17%	16%	17%	8%	-	19%	15%	9%	N/A
November	28%	25%	26%	30%	12%	30%	30%	33%	22%
December	10%	9%	8%	9%	17%	11%	8%	8%	16%
I do not do any holiday shopping	12%	14%	13%	15%	12%	11%	14%	13%	18%
Don't know	13%	19%	14%	13%	8%	10%	15%	15%	9%

13. How much more or less have you budgeted for holiday gift spending this season vs. last year? Your best guess is fine.

	9/29-30, 2020	11/9-10, 2021
At least 20% more	6%	9%
11-19% more	4%	6%
1-10% more	8%	10%
No difference	56%	54%
1-10% less	7%	6%
11-19% less	4%	3%
At least 20% less	14%	13%
<i>More (Net)</i>	18%	25%
<i>Less (Net)</i>	26%	21%



PUBLIC POLL FINDINGS AND METHODOLOGY

14. With winter coming, how likely, if at all, are you to do each of the following?

Total likely

	11/9-10, 2021
[ASK IF PARENT] Allow your child(ren) to have more indoor playdates	70%
Do more indoor activities	69%
Get carry-out and delivery more, rather than dine indoors	55%
Eat indoors at restaurants more than you did this summer or fall	52%
See family and friends less, because you're not comfortable being indoors with people outside of your household	39%

Eat indoors at restaurants more than you did this summer or fall

	11/9-10, 2021
Very likely	18%
Somewhat likely	34%
Not very likely	26%
Not at all likely	14%
Not applicable	8%
<i>Higher (Net)</i>	<i>52%</i>
<i>Lower (Net)</i>	<i>39%</i>

See family and friends less, because you're not comfortable being indoors with people outside of your household

	11/9-10, 2021
Very likely	13%
Somewhat likely	27%
Not very likely	31%
Not at all likely	21%
Not applicable	8%
<i>Higher (Net)</i>	<i>39%</i>
<i>Lower (Net)</i>	<i>52%</i>



PUBLIC POLL FINDINGS AND METHODOLOGY

[ASK IF PARENT] Allow your child(ren) to have more indoor playdates

	11/9-10, 2021
Very likely	28%
Somewhat likely	42%
Not very likely	14%
Not at all likely	5%
Not applicable	11%
<i>Higher (Net)</i>	<i>70%</i>
<i>Lower (Net)</i>	<i>19%</i>

Do more indoor activities

	11/9-10, 2021
Very likely	27%
Somewhat likely	42%
Not very likely	19%
Not at all likely	6%
Not applicable	6%
<i>Higher (Net)</i>	<i>69%</i>
<i>Lower (Net)</i>	<i>25%</i>

Eat indoors at restaurants more than you did this summer or fall

	11/9-10, 2021
Very likely	20%
Somewhat likely	35%
Not very likely	23%
Not at all likely	10%
Not applicable	12%
<i>Higher (Net)</i>	<i>55%</i>
<i>Lower (Net)</i>	<i>33%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

15. **[ASK IF VERY OR SOMEWHAT LIKELY TO DO MORE INDOOR ACTIVITIES]** Which of the following reasons best describes why you are likely to do more indoor activities this winter? Select one, even if neither is exactly right.

	11/9-10, 2021 (N=795)
I feel more comfortable about the state of the pandemic in my area	35%
It is too cold/There are less outdoor activities available, and I don't want to miss out	43%
Everyone in my household is now vaccinated	22%

16. Right now, which of the following describes your thinking as a result of the pandemic? You may select all that apply.

	11/9-10, 2021
Because of the pandemic, I've become more focused on the things that really matter to me	42%
Because of the pandemic, I've taken specific action to do good for others and for society (e.g. volunteering, helping neighbors, making charitable donations)	16%
Because of the pandemic, I've become more focused on my mental health and well-being	32%
The pandemic really hasn't changed how I think about my personal or social responsibilities	37%





PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are some of the findings of the forty-first wave of an Ipsos poll conducted between November 9-10, 2021. For this survey, a sample of 1,160 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 thirty-ninth wave was conducted October 12-13, 2021 among 1,174 adults.
- The fortieth wave was conducted October 26-27, 2021 among 1,160 adults.





PUBLIC POLL FINDINGS AND METHODOLOGY

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. 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=1,160, 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, thirty-eighth, thirty-ninth, and fortieth 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

Mallory Newall
Vice President, US
Public Affairs
+1 202 420-2014
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

