



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, January 6, 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
1/4-1/5, 2022 (N=1158)	35%	13%	22%	32%	30%	17%	13%	3%
12/7-8, 2021 (N=1,160)	30%	12%	17%	33%	34%	20%	14%	3%
11/22-23, 2021 (N=1,162)	21%	9%	12%	34%	42%	23%	20%	2%
11/9-10, 2021 (N=1,160)	24%	9%	15%	33%	22%	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%





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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
2/17-18, 2021 (N=1,115)	34%	15%	19%	34%	30%	15%	15%	2%
2/2-3, 2021 (N=1,115)	35%	13%	22%	34%	29%	16%	14%	1%
1/20-21, 2021 (N=1,115)	41%	18%	23%	34%	25%	15%	10%	1%
12/9-10, 2020 (N=1,112)	39%	17%	22%	34%	25%	15%	10%	1%
11/24-25, 2020 (N=1,114)	40%	18%	21%	36%	23%	14%	9%	2%
11/10-11, 2020 (N=1,113)	40%	16%	23%	33%	25%	15%	11%	2%
10/27-28, 2020 (N=1,115)	38%	17%	20%	34%	27%	16%	11%	2%
10/13-14, 2020 (N=1,114)	36%	16%	21%	33%	29%	17%	12%	1%
9/29-30, 2020 (N=1,115)	35%	16%	18%	34%	30%	17%	13%	2%
9/15-16, 2020 (N=1,113)	36%	18%	18%	33%	29%	16%	12%	1%
9/1-2, 2020 (N=1,113)	33%	14%	19%	33%	32%	19%	14%	1%
8/18-19, 2020 (N=1115)	34%	14%	20%	37%	28%	17%	11%	1%
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
1/4-1/5, 2022	2%	12%	24%	26%	2%	9%	15%	10%
12/7-8, 2021	3%	11%	15%	27%	1%	12%	18%	13%
11/22-23, 2021	4%	5%	16%	25%	4%	12%	22%	13%
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%





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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
1/4-1/5, 2022	10%	27%	43%	20%
12/7-8, 2021	8%	20%	47%	24%
11/22-23, 2021	7%	21%	46%	26%
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%





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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
1/4-1/5, 2022	6%	13%	42%	23%	17%
12/7-8, 2021	5%	12%	34%	27%	21%
11/22-23, 2021	5%	11%	32%	27%	25%
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%



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

	Yes, partially vaccinated	Yes, fully vaccinated	Yes, fully vaccinated and booster	No, but I plan to get the vaccine	No, and I do not plan to get the vaccine	Total partially vaccinated/fully vaccinated/booster
1/4-1/5, 2022	11%	47%	27%	3%	12%	85%
12/7-8, 2021	11%	54%	18%	4%	13%	83%
11/22-23, 2021	9%	62%	11%	5%	13%	82%
11/9-10, 2021	11%	61%	9%	5%	14%	81%

6. 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	12/7-8, 2021	1/4-1/5, 2022
Increased a lot	9%	9%	8%	5%	6%	5%	6%	13%
Increased somewhat	28%	28%	24%	16%	14%	11%	18%	27%
Not changed	47%	49%	55%	58%	59%	55%	56%	48%
Decreased somewhat	8%	8%	7%	13%	13%	16%	10%	7%
Decreased a lot	8%	6%	7%	8%	9%	12%	9%	5%
Increased (Net)	38%	37%	32%	21%	20%	16%	25%	40%
Decreased (Net)	15%	14%	13%	21%	22%	28%	20%	12%





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7. Since the start of the pandemic, which of the following apply to you?

	5/11-12, 2021	1/4-1/5, 2022
I gained weight	31%	26%
I lost weight	20%	19%
I started a new exercise or fitness regimen	N/A	17%
I have started dieting	N/A	12%
I have a new dog(s)	8%	8%
I moved to a different city or state	N/A	7%
I am in a new relationship	6%	6%
I have a new cat(s)	6%	6%
The relationship I was in at the start of the pandemic ended	7%	5%
I have stopped dieting	N/A	5%
I purchased a new home	4%	4%
I have a new child	3%	3%
I purchased a home for the first time	2%	3%
I purchased an additional home	2%	3%
I got engaged	2%	2%
I got married	2%	2%
I am expecting a new child	3%	2%
None of these	40%	35%

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	12/7-8, 2021	1/4-1/5, 2022
Going to crowded places	54%	50%	52%	50%	50%	49%	51%
Dining out at a restaurant	47%	50%	50%	48%	45%	47%	50%
Visiting city centers	46%	45%	46%	45%	41%	43%	46%
Going to concerts or shows	48%	43%	47%	46%	43%	42%	44%
Visiting large cities for vacation	47%	44%	46%	46%	42%	41%	44%
Going to sporting events	43%	39%	43%	43%	41%	36%	41%
[IF EMPLOYED] Going to your place of work	42%	41%	41%	37%	41%	38%	40%





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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?

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	12/7-8, 2021	1/4-1/5, 2022
Very likely	20%	20%	20%	19%	17%	16%	20%
Somewhat likely	26%	25%	25%	26%	25%	27%	27%
Not very likely	22%	23%	22%	23%	25%	22%	23%
Not at all likely	20%	19%	19%	19%	18%	18%	17%
Not applicable/I do not do this	12%	14%	13%	13%	16%	17%	13%
<i>Likely (Net)</i>	46%	45%	46%	45%	41%	43%	46%
<i>Not likely (Net)</i>	42%	42%	42%	42%	43%	41%	40%

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	12/7-8, 2021	1/4-1/5, 2022
Very likely	23%	22%	23%	22%	19%	17%	22%
Somewhat likely	24%	22%	23%	24%	22%	24%	23%
Not very likely	21%	23%	22%	20%	23%	22%	22%
Not at all likely	20%	19%	20%	21%	20%	21%	20%
Not applicable/I do not do this	12%	13%	12%	12%	16%	16%	14%
<i>Likely (Net)</i>	47%	44%	46%	46%	42%	41%	44%
<i>Not likely (Net)</i>	41%	42%	42%	41%	43%	43%	42%

c. Going to sporting events

	7/20-21, 2021	8/3-4, 2021	8/18-19, 2021	8/31-9/1, 2021	9/28-29, 2021	12/7-8, 2021	1/4-1/5, 2022
Very likely	21%	21%	25%	22%	20%	17%	23%
Somewhat likely	22%	18%	18%	21%	21%	18%	18%
Not very likely	17%	18%	17%	16%	19%	19%	16%
Not at all likely	20%	20%	21%	21%	19%	20%	19%
Not applicable/I do not do this	20%	23%	19%	20%	22%	26%	24%
<i>Likely (Net)</i>	43%	39%	43%	43%	41%	36%	41%
<i>Not likely (Net)</i>	38%	38%	38%	37%	37%	38%	35%

d. Going to concerts or shows

	7/20-21, 2021	8/3-4, 2021	8/18-19, 2021	8/31-9/1, 2021	9/28-29, 2021	12/7-8, 2021	1/4-1/5, 2022
Very likely	26%	24%	27%	25%	23%	20%	25%
Somewhat likely	22%	18%	20%	21%	21%	22%	19%
Not very likely	17%	20%	17%	18%	18%	18%	18%
Not at all likely	21%	21%	21%	20%	20%	21%	21%
Not applicable/I do not do this	14%	16%	15%	16%	18%	20%	17%
<i>Likely (Net)</i>	48%	43%	47%	46%	43%	42%	44%
<i>Not likely (Net)</i>	38%	41%	39%	38%	39%	39%	39%





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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?

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

	7/20-21, 2021 (N=655)	8/3-4, 2021 (N=645)	8/18-19, 2021 (N=665)	8/31-9/1, 2021 (N=622)	9/28-29, 2021 (N=622)	12/7-8, 2021 (N=620)	1/4-1/5, 2022 (N=591)
Very likely	21%	18%	21%	20%	22%	23%	23%
Somewhat likely	21%	23%	20%	17%	18%	15%	17%
Not very likely	21%	21%	17%	19%	18%	15%	18%
Not at all likely	34%	33%	36%	38%	35%	43%	32%
Not applicable/I do not do this	4%	6%	6%	5%	6%	4%	10%
<i>Likely (Net)</i>	42%	41%	41%	37%	41%	38%	40%
<i>Not likely (Net)</i>	54%	53%	53%	57%	53%	58%	50%

f. Dining out at a restaurant

	7/20-21, 2021	8/3-4, 2021	8/18-19, 2021	8/31-9/1, 2021	9/28-29, 2021	12/7-8, 2021	1/4-1/5, 2022
Very likely	20%	21%	22%	19%	18%	18%	21%
Somewhat likely	27%	29%	28%	29%	28%	29%	29%
Not very likely	24%	23%	23%	25%	26%	24%	25%
Not at all likely	24%	23%	24%	23%	23%	25%	20%
Not applicable/I do not do this	4%	3%	3%	4%	5%	4%	5%
<i>Likely (Net)</i>	47%	50%	50%	48%	45%	47%	50%
<i>Not likely (Net)</i>	49%	47%	46%	48%	49%	49%	45%

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	12/7-8, 2021	1/4-1/5, 2022
Very likely	27%	27%	28%	28%	24%	22%	29%
Somewhat likely	27%	22%	23%	22%	26%	27%	21%
Not very likely	17%	21%	19%	21%	21%	24%	20%
Not at all likely	22%	21%	23%	22%	22%	19%	21%
Not applicable/I do not do this	7%	8%	7%	7%	7%	8%	9%
<i>Likely (Net)</i>	54%	50%	52%	50%	50%	49%	51%
<i>Not likely (Net)</i>	39%	43%	42%	43%	43%	43%	41%



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9. 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	12/7-8, 2021	1/4-1/5, 2022
It will increase a lot	6%	4%	6%	6%	8%	9%	8%	8%
It will increase a little	21%	22%	18%	20%	19%	21%	20%	18%
It will not change	51%	52%	54%	51%	52%	46%	49%	46%
It will decrease a little	9%	10%	11%	11%	11%	12%	12%	15%
It will decrease a lot	6%	5%	5%	5%	5%	6%	5%	6%
Don't know	8%	7%	6%	8%	5%	7%	6%	7%
<i>Increase (Net)</i>	<i>26%</i>	<i>26%</i>	<i>24%</i>	<i>26%</i>	<i>27%</i>	<i>30%</i>	<i>28%</i>	<i>26%</i>
<i>Decrease (Net)</i>	<i>15%</i>	<i>15%</i>	<i>16%</i>	<i>16%</i>	<i>16%</i>	<i>17%</i>	<i>18%</i>	<i>21%</i>

10. 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	12/7-8, 2021	1/4-1/5, 2022
Your total grocery bill	68%	70%	72%	73%	76%	75%
Gasoline	78%	80%	77%	79%	78%	74%
Meat	66%	69%	71%	73%	74%	73%
Fresh fruit and vegetables	60%	66%	65%	69%	69%	66%
Dairy (milk, eggs, yogurt, cheese, etc.)	N/A	N/A	N/A	N/A	N/A	66%
Food at restaurants	58%	60%	59%	61%	62%	63%
Paper products	N/A	N/A	N/A	N/A	N/A	57%
Cleaning or laundry products	N/A	N/A	N/A	N/A	N/A	57%
Health or personal care products (hair care, skin care, over-the-counter medicines, vitamins, etc.)	N/A	N/A	N/A	N/A	N/A	55%
Your total household expenses (rent/mortgage, utilities, maintenance, etc.)	N/A	N/A	N/A	49%	54%	53%
Electricity	43%	52%	46%	51%	52%	52%
Clothing	N/A	N/A	N/A	46%	44%	46%
Entertainment	N/A	N/A	N/A	41%	41%	42%
[IF 21+] Beer, wine, or other alcohol	N/A	N/A	N/A	N/A	N/A	36%





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10. 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?

a. Meat

	7/6-7, 2021	7/20-21, 2021	8/31-9/1, 2021	11/9-10, 2021	12/7-8, 2021	1/4-1/5, 2022
Much higher	25%	32%	32%	32%	40%	39%
Somewhat higher	41%	37%	39%	38%	34%	34%
About the same	24%	20%	19%	20%	15%	18%
Somewhat lower	3%	3%	1%	2%	3%	2%
Much lower	1%	1%	1%	1%	2%	1%
Not applicable	3%	3%	2%	3%	2%	3%
Don't know	4%	4%	5%	4%	3%	3%
<i>Higher (Net)</i>	66%	69%	71%	70%	74%	73%
<i>Lower (Net)</i>	4%	4%	2%	3%	5%	3%

b. Fresh fruit and vegetables

	7/6-7, 2021	7/20-21, 2021	8/31-9/1, 2021	11/9-10, 2021	12/7-8, 2021	1/4-1/5, 2022
Much higher	16%	22%	20%	24%	23%	25%
Somewhat higher	44%	44%	44%	45%	47%	41%
About the same	32%	25%	27%	24%	21%	26%
Somewhat lower	2%	3%	2%	3%	4%	2%
Much lower	1%	2%	1%	1%	2%	1%
Not applicable	1%	*	1%	1%	1%	1%
Don't know	3%	3%	5%	3%	3%	3%
<i>Higher (Net)</i>	60%	66%	65%	69%	69%	66%
<i>Lower (Net)</i>	4%	5%	3%	3%	6%	3%

c. Your total grocery bill

	7/6-7, 2021	7/20-21, 2021	8/31-9/1, 2021	11/9-10, 2021	12/7-8, 2021	1/4-1/5, 2022
Much higher	23%	27%	28%	32%	33%	34%
Somewhat higher	45%	43%	45%	40%	43%	41%
About the same	27%	22%	21%	20%	17%	18%
Somewhat lower	2%	3%	2%	3%	2%	3%
Much lower	2%	2%	1%	2%	2%	2%
Not applicable	*	*	1%	*	*	1%
Don't know	1%	2%	3%	2%	2%	2%
<i>Higher (Net)</i>	68%	70%	72%	73%	76%	75%
<i>Lower (Net)</i>	3%	5%	2%	5%	4%	4%



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10. 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?

d. Gasoline

	7/6-7, 2021	7/20-21, 2021	8/31-9/1, 2021	11/9-10, 2021	12/7-8, 2021	1/4-1/5, 2022
Much higher	47%	50%	44%	55%	51%	41%
Somewhat higher	31%	30%	33%	24%	26%	32%
About the same	13%	9%	13%	11%	11%	14%
Somewhat lower	3%	3%	2%	3%	3%	4%
Much lower	1%	1%	1%	1%	2%	2%
Not applicable	3%	3%	3%	4%	3%	3%
Don't know	2%	3%	3%	3%	2%	3%
<i>Higher (Net)</i>	78%	80%	77%	79%	78%	74%
<i>Lower (Net)</i>	4%	5%	3%	4%	6%	6%

e. Electricity

	7/6-7, 2021	7/20-21, 2021	8/31-9/1, 2021	11/9-10, 2021	12/7-8, 2021	1/4-1/5, 2022
Much higher	13%	19%	15%	17%	15%	17%
Somewhat higher	30%	32%	31%	34%	37%	36%
About the same	46%	37%	42%	38%	35%	38%
Somewhat lower	3%	3%	2%	4%	4%	3%
Much lower	1%	2%	1%	1%	1%	1%
Not applicable	2%	1%	2%	2%	4%	1%
Don't know	5%	5%	7%	5%	4%	5%
<i>Higher (Net)</i>	43%	52%	46%	51%	52%	52%
<i>Lower (Net)</i>	4%	4%	3%	5%	5%	3%

f. Food at restaurants

	7/6-7, 2021	7/20-21, 2021	8/31-9/1, 2021	11/9-10, 2021	12/7-8, 2021	1/4-1/5, 2022
Much higher	14%	20%	19%	18%	23%	21%
Somewhat higher	43%	40%	40%	41%	39%	42%
About the same	31%	26%	26%	27%	23%	21%
Somewhat lower	2%	4%	3%	3%	4%	4%
Much lower	2%	2%	1%	2%	3%	1%
Not applicable	3%	4%	4%	4%	4%	6%
Don't know	4%	5%	7%	5%	4%	5%
<i>Higher (Net)</i>	58%	60%	59%	59%	62%	63%
<i>Lower (Net)</i>	4%	5%	4%	4%	7%	5%





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10. 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?

g. Clothing

	11/9-10, 2021	12/7-8, 2021	1/4-1/5, 2022
Much higher	12%	13%	14%
Somewhat higher	34%	31%	32%
About the same	35%	36%	35%
Somewhat lower	4%	5%	5%
Much lower	2%	3%	1%
Not applicable	5%	5%	5%
Don't know	8%	7%	8%
<i>Higher (Net)</i>	46%	44%	46%
<i>Lower (Net)</i>	6%	8%	6%

h. Entertainment

	11/9-10, 2021	12/7-8, 2021	1/4-1/5, 2022
Much higher	15%	14%	14%
Somewhat higher	25%	28%	28%
About the same	35%	31%	33%
Somewhat lower	4%	5%	3%
Much lower	2%	3%	2%
Not applicable	10%	11%	10%
Don't know	9%	9%	10%
<i>Higher (Net)</i>	41%	41%	42%
<i>Lower (Net)</i>	6%	7%	5%

i. Your total household expenses (rent/mortgage, utilities, maintenance, etc.)

	11/9-10, 2021	12/7-8, 2021	1/4-1/5, 2022
Much higher	19%	19%	18%
Somewhat higher	31%	35%	35%
About the same	41%	37%	39%
Somewhat lower	2%	4%	4%
Much lower	1%	1%	1%
Not applicable	3%	2%	1%
Don't know	4%	2%	3%
<i>Higher (Net)</i>	49%	54%	53%
<i>Lower (Net)</i>	3%	5%	5%





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10. 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?

j. Dairy (milk, eggs, yogurt, cheese, etc.)

	1/4-1/5, 2022
Much higher	24%
Somewhat higher	42%
About the same	26%
Somewhat lower	2%
Much lower	2%
Not applicable	1%
Don't know	4%
<i>Higher (Net)</i>	<i>66%</i>
<i>Lower (Net)</i>	<i>3%</i>

k. Paper products

	1/4-1/5, 2022
Much higher	19%
Somewhat higher	39%
About the same	31%
Somewhat lower	3%
Much lower	1%
Not applicable	2%
Don't know	5%
<i>Higher (Net)</i>	<i>57%</i>
<i>Lower (Net)</i>	<i>4%</i>

l. Cleaning or laundry products

	1/4-1/5, 2022
Much higher	16%
Somewhat higher	41%
About the same	33%
Somewhat lower	3%
Much lower	1%
Not applicable	2%
Don't know	4%
<i>Higher (Net)</i>	<i>57%</i>
<i>Lower (Net)</i>	<i>4%</i>





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10. 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?

m. Health or personal care products (hair care, skin care, over-the-counter medicines, vitamins, etc.)

	1/4-1/5, 2022
Much higher	16%
Somewhat higher	39%
About the same	34%
Somewhat lower	3%
Much lower	1%
Not applicable	2%
Don't know	4%
<i>Higher (Net)</i>	<i>55%</i>
<i>Lower (Net)</i>	<i>5%</i>

n. **[IF 21+]** Beer, wine, or other alcohol

	1/4-1/5, 2022 (N=1,129)
Much higher	10%
Somewhat higher	26%
About the same	29%
Somewhat lower	2%
Much lower	2%
Not applicable	20%
Don't know	11%
<i>Higher (Net)</i>	<i>36%</i>
<i>Lower (Net)</i>	<i>4%</i>

11. How, if at all, will inflation or current price increases impact your purchasing habits over the next few months? Select all that apply

	12/7-8, 2021	1/4-1/5, 2022
I'm likely to buy brands on sale/promotion	41%	42%
I'm likely to buy cheaper brands	34%	35%
I'm likely to buy fewer products overall	39%	33%
I'm likely to buy private label/store brands	24%	26%
I don't expect my purchasing habits to change	20%	20%





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12. Thinking specifically about your purchasing habits this past holiday season (including gift buying, celebrations, entertaining, decorating, and cooking/baking), which of the below did you do MORE of this year than in typical years, specifically because of inflation/higher prices? Select all that apply.

	1/4-1/5, 2022
Cooked at home more/dined out less	33%
Bought fewer items this year	28%
Shopped more at mass merchandise stores (like Walmart, Target)	26%
Shopped around for deals more than usual	25%
Scaled back gift giving	24%
Shopped more at dollar stores (like Dollar General, Dollar Tree)	22%
Bought cheaper brands or items	22%
Bought things earlier or stocked up in case prices went up	21%
Scaled back family celebrations	20%
Scaled back entertaining	20%
Gave more gift cards or money	15%
Bought more private label/store brands	14%
Shopped more at club stores (like Costco, Sam's Club)	10%
None of the above/I made no changes to my holiday purchasing	23%

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

Total Agree summary

	1/4-1/5, 2022
I believe some stores or retailers are doing a better job than others at controlling price increases	66%
My household budget cannot accommodate continued price increases	63%
I believe some manufacturers are doing a better job than others at controlling price increases	61%
I worry about being able to afford food or basic household goods	52%
I believe inflation/price increases will level off in 2022	40%





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

- a. My household budget cannot accommodate continued price increases I worry about being able to afford food or basic household goods

	1/4-1/5, 2022
Strongly agree	26%
Somewhat agree	37%
Somewhat disagree	20%
Strongly disagree	9%
Don't know	7%
<i>Agree (Net)</i>	<i>63%</i>
<i>Disagree (Net)</i>	<i>29%</i>

- b. I believe some stores or retailers are doing a better job than others at controlling price increases

	1/4-1/5, 2022
Strongly agree	20%
Somewhat agree	33%
Somewhat disagree	27%
Strongly disagree	16%
Don't know	5%
<i>Agree (Net)</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>42%</i>

- c. I believe some manufacturers are doing a better job than others at controlling price increases

	1/4-1/5, 2022
Strongly agree	16%
Somewhat agree	50%
Somewhat disagree	15%
Strongly disagree	5%
Don't know	15%
<i>Agree (Net)</i>	<i>66%</i>
<i>Disagree (Net)</i>	<i>19%</i>



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

d. I believe some manufacturers are doing a better job than others at controlling price increases

	1/4-1/5, 2022
Strongly agree	12%
Somewhat agree	49%
Somewhat disagree	15%
Strongly disagree	7%
Don't know	17%
<i>Agree (Net)</i>	<i>61%</i>
<i>Disagree (Net)</i>	<i>22%</i>

e. I believe inflation/price increases will level off in 2022

	1/4-1/5, 2022
Strongly agree	10%
Somewhat agree	30%
Somewhat disagree	25%
Strongly disagree	18%
Don't know	18%
<i>Agree (Net)</i>	<i>40%</i>
<i>Disagree (Net)</i>	<i>42%</i>

14. Since the COVID-19 pandemic began, would you say you are more concerned or less concerned about your own body image than before the pandemic, or has there been no change?

	1/4-1/5, 2022
More concerned	27%
Less concerned	13%
No change	60%

15. Since the COVID-19 pandemic began, would you say you feel more positive or more negative about your body image than before the pandemic, or have your feelings stayed about the same?

	1/4-1/5, 2022
More positive	15%
More negative	26%
About the same	59%



16. How likely, if at all, are you to look for information on the internet about the following?

Total likely summary

	1/4-1/5, 2022
Ways to improve your physical health	63%
Healthy eating without dieting	60%
Ways to improve your mental health	57%
Nutrition help	53%
Dieting	42%
Body confidence	38%

a. Nutrition help

	1/4-1/5, 2022
Very likely	14%
Somewhat likely	38%
Not very likely	31%
Not at all likely	17%
<i>Likely (Net)</i>	53%
<i>Not likely (Net)</i>	47%

b. Ways to improve your physical health

	1/4-1/5, 2022
Very likely	19%
Somewhat likely	44%
Not very likely	23%
Not at all likely	13%
<i>Likely (Net)</i>	63%
<i>Not likely (Net)</i>	37%

c. Ways to improve your mental health

	1/4-1/5, 2022
Very likely	19%
Somewhat likely	38%
Not very likely	28%
Not at all likely	15%
<i>Likely (Net)</i>	57%
<i>Not likely (Net)</i>	43%



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16. How likely, if at all, are you to look for information on the internet about the following?

d. Dieting

	1/4-1/5, 2022
Very likely	12%
Somewhat likely	31%
Not very likely	34%
Not at all likely	24%
<i>Likely (Net)</i>	<i>42%</i>
<i>Not likely (Net)</i>	<i>58%</i>

e. Healthy eating without dieting

	1/4-1/5, 2022
Very likely	17%
Somewhat likely	43%
Not very likely	23%
Not at all likely	16%
<i>Likely (Net)</i>	<i>60%</i>
<i>Not likely (Net)</i>	<i>40%</i>

f. Body confidence

	1/4-1/5, 2022
Very likely	12%
Somewhat likely	26%
Not very likely	37%
Not at all likely	25%
<i>Likely (Net)</i>	<i>38%</i>
<i>Not likely (Net)</i>	<i>62%</i>





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About the Study

These are some of the findings of the forty-fourth wave of an Ipsos poll conducted between January 4-5, 2022. For this survey, a sample of 1,158 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.
- The forty-first wave was conducted November 9-10, 2021 among 1,160 adults
- The forty-second wave was conducted November 22-23, 2021 among 1,162 adults





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- The forty-third wave was conducted December 7-8, 2021 among 1,160 adults

The sample for this study was randomly drawn from [Ipsos' online panel](#), partner online panel sources, and ["river" sampling](#) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2018 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

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=1,158, 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, fortieth, forty-first, and forty second 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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PUBLIC POLL FINDINGS AND METHODOLOGY

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