



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, March 31, 2022

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
3/29-30, 2022 (N=1,152)	24%	10%	15%	31%	41%	24%	18%	3%
3/15-16, 2022 (N=1,154)	27%	12%	15%	29%	41%	21%	20%	3%
3/1-2, 2022 (N=1,154)	27%	11%	16%	33%	37%	19%	18%	2%
2/15-16, 2022 (N=1,156)	26%	10%	17%	34%	37%	21%	17%	3%
2/1-3, 2022 (N=2,010)	29%	11%	18%	35%	34%	20%	14%	2%
1/18-19, 2022 (N=1,158)	35%	15%	20%	35%	28%	14%	14%	2%
1/4-5, 2022 (N=1,158)	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%



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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
5/25-26, 2021 (N=1,178)	22%	9%	13%	29%	46%	24%	23%	2%
5/11-12, 2021 (N=1,167)	25%	10%	15%	25%	48%	22%	26%	2%
4/27-28, 2021 (N=1,115)	25%	10%	15%	30%	43%	23%	20%	2%
4/13-14, 2021 (N=1,115)	26%	10%	15%	32%	42%	21%	20%	1%
3/30-31, 2021 (N=1,115)	27%	11%	16%	33%	37%	18%	19%	3%
3/15-16, 2021 (N=1,115)	34%	15%	19%	32%	32%	18%	14%	2%
3/2-3, 2021 (N=1,115)	33%	14%	19%	35%	32%	19%	12%	1%
2/17-18, 2021 (N=1,115)	34%	15%	19%	34%	30%	15%	15%	2%
2/2-3, 2021 (N=1,115)	35%	13%	22%	34%	29%	16%	14%	1%
1/20-21, 2021 (N=1,115)	41%	18%	23%	34%	25%	15%	10%	1%
12/9-10, 2020 (N=1,112)	39%	17%	22%	34%	25%	15%	10%	1%
11/24-25, 2020 (N=1,114)	40%	18%	21%	36%	23%	14%	9%	2%
11/10-11, 2020 (N=1,113)	40%	16%	23%	33%	25%	15%	11%	2%
10/27-28, 2020 (N=1,115)	38%	17%	20%	34%	27%	16%	11%	2%
10/13-14, 2020 (N=1,114)	36%	16%	21%	33%	29%	17%	12%	1%
9/29-30, 2020 (N=1,115)	35%	16%	18%	34%	30%	17%	13%	2%
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%





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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
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
3/29-30, 2022	3%	8%	8%	21%	4%	12%	24%	20%
3/15-16, 2022	6%	5%	12%	16%	8%	15%	20%	18%
3/1-2, 2022	3%	8%	10%	21%	12%	12%	18%	15%
2/15-16, 2022	5%	5%	14%	24%	8%	12%	19%	12%
2/1-3, 2022	2%	8%	16%	32%	4%	10%	18%	10%
1/18-19, 2022	2%	12%	23%	32%	2%	7%	15%	8%
1/4-5, 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%





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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? (*Continued*)

	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
10/27-28, 2020	4%	13%	17%	41%	3%	9%	8%	4%
10/13-14, 2020	3%	11%	17%	40%	4%	11%	9%	4%
9/29-30, 2020	5%	10%	13%	39%	5%	12%	10%	5%
9/15-16, 2020	3%	7%	16%	42%	6%	11%	9%	5%
9/1-2, 2020	3%	7%	14%	43%	6%	13%	9%	4%
8/18-19, 2020	2%	9%	20%	42%	5%	13%	7%	3%
8/4-5, 2020	2%	9%	21%	42%	3%	11%	9%	3%
7/21-22, 2020	3%	11%	20%	38%	4%	12%	8%	4%
6/23-24, 2020	3%	7%	17%	33%	9%	18%	9%	4%
6/8-9, 2020	3%	5%	15%	27%	21%	10%	6%	3%
5/28-29, 2020	2%	5%	13%	37%	18%	13%	8%	4%
5/14-15, 2020	2%	5%	16%	33%	22%	10%	7%	5%
5/4-5, 2020	2%	6%	18%	41%	17%	5%	8%	3%
4/27-28, 2020	2%	5%	17%	41%	N/A	N/A	N/A	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
3/29-30, 2022	7%	18%	48%	27%
3/15-16, 2022	9%	22%	42%	27%
3/1-2, 2022	8%	18%	47%	27%
2/15-16, 2022	9%	20%	44%	26%
2/1-3, 2022	9%	23%	44%	24%
1/18-19, 2022	11%	27%	40%	21%
1/4-5, 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%





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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? (*Continued*)

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%

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
3/29-30, 2022	9%	9%	30%	25%	26%
3/15-16, 2022	7%	10%	33%	23%	26%
3/1-2, 2022	6%	13%	34%	25%	22%
2/15-16, 2022	6%	12%	38%	23%	21%
2/1-3, 2022	6%	12%	37%	25%	20%
1/18-19, 2022	5%	14%	43%	20%	17%
1/4-5, 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%



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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. *(Continued)*

	5 - Intolerable	4	3	2	1 - Not a problem at all
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%

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
3/29-30, 2022	12%	41%	35%	3%	9%	88%
3/15-16, 2022	12%	41%	35%	2%	10%	88%
3/1-2, 2022	12%	41%	35%	2%	10%	88%
2/15-16, 2022	12%	41%	35%	3%	9%	88%
2/1-3, 2022	12%	42%	33%	3%	10%	87%
1/18-19, 2022	11%	45%	31%	3%	10%	87%
1/4-5, 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%





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6. **[IF EMPLOYED]** Are you currently working from home, at your workplace, or both a majority of the time?

	1/20-21, 2021 (N=603)	2/2-3,2022 (N=1,086)	3/15-16, 2022 (N=611)	3/29-30, 2022 (N=666)
Working from home only	48%	24%	23%	23%
Working at my workplace only	34%	56%	57%	57%
Working both from home and at my workplace	18%	20%	20%	20%

7. **[IF 6=Work both from home and at my workplace OR Work at my workplace only]** Does your employer have a policy in place that requires you to spend time in the office?

	3/29-30, 2022 (N=514)
Yes, every day we are open for business	32%
Yes, 4-5 days per week	14%
Yes, 2-3 days per week	12%
Yes, 1 day per week	2%
Yes, when my manager requires it	5%
No policy is currently in place	34%

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

	9/14-15, 2021 (N=276)	9/28-29, 2021 (N=267)	10/26-27, 2021 (N=261)	12/7-8, 2021 (N=264)	1/18-19, 2022 (N=268)	2/15-16, 2022 (N=283)	3/1-2, 2022 (N=275)	3/29-30, 2022 (N=293)
Yes	71%	72%	76%	79%	79%	70%	81%	81%
No	29%	28%	24%	21%	21%	30%	19%	19%





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9. **[ASK IF Q10 = YES]** Thinking about the time period since this school year (2021-22) started, which of the following describe the situation at your child(ren)'s school(s)? Select all that apply.

	9/14-15, 2021 (N=202)	9/28-29, 2021 (N=199)	10/26-27, 2021 (N=201)	12/7-8, 2021 (N=202)	1/18-19, 2022 (N=211)	2/15-16, 2022 (N=021)	3/1-2, 2022 (N=221)	3/29-30, 2022 (N=244)
My child(ren) are required to wear masks in the classroom	12%	14%	53%	49%	50%	54%	52%	41%
There have been COVID-19 cases at my child(ren)'s school this school year	62%	62%	45%	48%	50%	51%	53%	45%
Children in other grades and/or classrooms at my child(ren)'s school have had to quarantine this school year due to COVID-19	31%	34%	25%	34%	43%	34%	39%	30%
My school has encouraged children to get vaccinated	N/A	N/A	N/A	32%	38%	N/A	N/A	N/A
There have been COVID-19 cases in my child(ren)'s classroom this school year	42%	52%	29%	25%	38%	37%	42%	39%
My child(ren) have had to quarantine due to COVID-19 this school year	31%	27%	19%	20%	28%	30%	25%	33%
My school has offered COVID-19 vaccination clinics for kids	N/A	N/A	N/A	20%	26%	N/A	N/A	N/A
My school requires frequent testing for students	N/A	9%	9%	18%	19%	18%	13%	19%
None of the above	9%	8%	13%	7%	5%	6%	5%	6%

10. . How often, if at all, are you wearing a mask when you are indoors, in public, right now?

	3/29-30, 2022
Always	31%
Often	17%
Sometimes	19%
Rarely	18%
Never	14%





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11. Which of the following COVID-19 requirements are currently in place in your community?
Select all that apply.

	3/29-30, 2022
Mask requirements in businesses or stores	25%
Mask requirements in schools	24%
Vaccine or testing requirements in the workplace	20%
Mask requirements at bars and restaurants	16%
Vaccine requirements in businesses or stores	14%
Vaccine requirements at bars and restaurants	10%
Outdoor mask requirements	10%
None of the above	50%

12. If COVID-19 cases begin to spike in your community, which of the following requirements, if any, would you support putting in place in your community?

	3/29-30, 2022
Mask requirements in businesses or stores	59%
Mask requirements at bars and restaurants	49%
Mask requirements in schools	47%
Vaccine or testing requirements in the workplace	38%
Vaccine requirements in businesses or stores	32%
Vaccine requirements at bars and restaurants	30%
Outdoor mask requirements	21%
None of the above	24%

13. How, if at all, have gas price increases impacted your driving habits over the past few months? Please select all that apply.

	3/29-30, 2022
I am driving less overall	45%
I have explored buying a more fuel-efficient vehicle, including a hybrid or electric vehicle	9%
I have changed a driving vacation to be a shorter distance	8%
I have canceled or postponed a driving vacation	7%
I am carpooling or taking public transit more often	7%
I am using rideshares (Uber, Lyft, etc.) more often	6%
My driving habits have not changed	38%





PUBLIC POLL FINDINGS AND METHODOLOGY

14. How important, if at all, is the availability of the following technology enhancements to your retail shopping? Please rate the importance of each item on a scale from 1 to 10, where 1 means it is not at all important to you, and 10 means it is extremely important. You may use any number from 1-10.

Mean Summary

	3/29-30, 2022
Self-checkout	6.3
Mobile apps	6.1
Same-day delivery	5.8
Mobile payment	5.7
Click and collect, or curbside pickup	5.4
Scan & Go	5.3
Cashierless stores, also known as checkout-free or just walk out stores	4.8
Video displays	4.7
Voice ordering	4.3
Robotic/autonomous delivery	4
Accepting blockchain/cryptocurrency payment	3.5

a. Click and collect, or curbside pickup

	3/29-30, 2022
10 – Extremely important	13%
9	7%
8	11%
7	10%
6	9%
5	11%
4	7%
3	5%
2	4%
1 – Not important at all	22%
Don't know/Never heard of this	2%
Mean	5.4

b. Cashierless stores, also known as checkout-free or just walk out stores

	3/29-30, 2022
10 – Extremely important	9%
9	5%
8	8%
7	9%
6	8%
5	12%
4	6%
3	5%
2	5%
1 – Not important at all	26%
Don't know/Never heard of this	8%
Mean	4.8





PUBLIC POLL FINDINGS AND METHODOLOGY

14. How important, if at all, is the availability of the following technology enhancements to your retail shopping? Please rate the importance of each item on a scale from 1 to 10, where 1 means it is not at all important to you, and 10 means it is extremely important. You may use any number from 1-10. (Continued)

c. Self-checkout

	3/29-30, 2022
10 – Extremely important	16%
9	11%
8	15%
7	13%
6	9%
5	10%
4	3%
3	4%
2	3%
1 – Not important at all	13%
Don't know/Never heard of this	1%
Mean	6.3

d. Accepting blockchain/cryptocurrency payment

	3/29-30, 2022
10 – Extremely important	5%
9	4%
8	6%
7	6%
6	6%
5	6%
4	5%
3	5%
2	5%
1 – Not important at all	44%
Don't know/Never heard of this	10%
Mean	3.5

e. Mobile payment

	3/29-30, 2022
10 – Extremely important	15%
9	9%
8	11%
7	10%
6	8%
5	12%
4	5%
3	5%
2	4%
1 – Not important at all	20%
Don't know/Never heard of this	2%
Mean	5.7





PUBLIC POLL FINDINGS AND METHODOLOGY

14. How important, if at all, is the availability of the following technology enhancements to your retail shopping? Please rate the importance of each item on a scale from 1 to 10, where 1 means it is not at all important to you, and 10 means it is extremely important. You may use any number from 1-10. (Continued)

f. Mobile apps

	3/29-30, 2022
10 – Extremely important	19%
9	6%
8	12%
7	12%
6	11%
5	10%
4	4%
3	5%
2	3%
1 – Not important at all	16%
Don't know/Never heard of this	2%
Mean	6.1

g. Scan & Go

	3/29-30, 2022
10 – Extremely important	13%
9	5%
8	10%
7	9%
6	10%
5	12%
4	5%
3	5%
2	5%
1 – Not important at all	20%
Don't know/Never heard of this	5%
Mean	5.3

h. Same-day delivery

	3/29-30, 2022
10 – Extremely important	15%
9	8%
8	11%
7	11%
6	9%
5	14%
4	4%
3	5%
2	5%
1 – Not important at all	17%
Don't know/Never heard of this	2%
Mean	5.8





PUBLIC POLL FINDINGS AND METHODOLOGY

14. How important, if at all, is the availability of the following technology enhancements to your retail shopping? Please rate the importance of each item on a scale from 1 to 10, where 1 means it is not at all important to you, and 10 means it is extremely important. You may use any number from 1-10. (Continued)

i. Robotic/autonomous delivery

	3/29-30, 2022
10 – Extremely important	4%
9	6%
8	6%
7	6%
6	7%
5	10%
4	6%
3	7%
2	6%
1 – Not important at all	33%
Don't know/Never heard of this	9%
Mean	4

j. Voice ordering

	3/29-30, 2022
10 – Extremely important	6%
9	4%
8	5%
7	9%
6	8%
5	11%
4	6%
3	6%
2	6%
1 – Not important at all	30%
Don't know/Never heard of this	10%
Mean	4.3

k. Video displays

	3/29-30, 2022
10 – Extremely important	7%
9	5%
8	9%
7	8%
6	9%
5	14%
4	6%
3	7%
2	5%
1 – Not important at all	25%
Don't know/Never heard of this	6%
Mean	4.7





PUBLIC POLL FINDINGS AND METHODOLOGY

15. When thinking about your shopping preferences, how much do you agree or disagree with the following statements?

Agree Summary

	3/29-30, 2022
I want to be able to shop online and in person seamlessly	73%
When talking to customer service or a sales representative in person, I expect better and faster service than other channels like phone, email, or online chat	70%
I want to be able to shop online seamlessly across my devices (e.g. smartphone, tablet, and computer)	62%
I am more likely to remember a negative shopping experience than a positive one	62%
I prefer talking to customer service via phone than over email or online chat	55%
I usually look online to see if an item is in stock before going into a store	47%

a. I want to be able to shop online seamlessly across my devices (e.g. smartphone, tablet, and computer)

	3/29-30, 2022
Strongly agree	29%
Somewhat agree	33%
Neither agree nor disagree	27%
Somewhat disagree	7%
Strongly disagree	5%
<i>Agree (Net)</i>	<i>62%</i>
<i>Disagree (Net)</i>	<i>11%</i>

b. When talking to customer service or a sales representative in person, I expect better and faster service than other channels like phone, email, or online chat

	3/29-30, 2022
Strongly agree	31%
Somewhat agree	40%
Neither agree nor disagree	21%
Somewhat disagree	6%
Strongly disagree	3%
<i>Agree (Net)</i>	<i>70%</i>
<i>Disagree (Net)</i>	<i>9%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

15. When thinking about your shopping preferences, how much do you agree or disagree with the following statements? (*Continued*)

c. I am more likely to remember a negative shopping experience than a positive one

	3/29-30, 2022
Strongly agree	26%
Somewhat agree	36%
Neither agree nor disagree	28%
Somewhat disagree	8%
Strongly disagree	2%
<i>Agree (Net)</i>	<i>62%</i>
<i>Disagree (Net)</i>	<i>10%</i>

d. I prefer talking to customer service via phone than over email or online chat

	3/29-30, 2022
Strongly agree	27%
Somewhat agree	28%
Neither agree nor disagree	24%
Somewhat disagree	15%
Strongly disagree	7%
<i>Agree (Net)</i>	<i>55%</i>
<i>Disagree (Net)</i>	<i>22%</i>

e. I want to be able to shop online and in person seamlessly

	3/29-30, 2022
Strongly agree	34%
Somewhat agree	39%
Neither agree nor disagree	21%
Somewhat disagree	3%
Strongly disagree	3%
<i>Agree (Net)</i>	<i>73%</i>
<i>Disagree (Net)</i>	<i>6%</i>

f. I usually look online to see if an item is in stock before going into a store

	3/29-30, 2022
Strongly agree	18%
Somewhat agree	29%
Neither agree nor disagree	27%
Somewhat disagree	15%
Strongly disagree	11%
<i>Agree (Net)</i>	<i>47%</i>
<i>Disagree (Net)</i>	<i>26%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

16. How important, if at all, is a positive employee interaction to you during a retail shopping experience? Please rate the importance on a scale from 1 to 10, where 1 means it is not at all important to you, and 10 means it is extremely important. You may use any number from 1-10.

	3/29-30, 2022
Extremely important (10)	29%
9	12%
8	19%
7	15%
6	8%
5	8%
4	2%
3	2%
2	1%
Not at all important (1)	3%
Don't know	3%
Mean	7.8

17. How concerned are you, if at all, about the impact of the conflict in Ukraine on the following?

Total Concerned Summary

	3/1-2, 2022	3/29-30, 2022
Global stability	87%	86%
Prices of things we buy in the U.S.	86%	89%
Broader war developing	84%	81%
Economic growth	83%	82%
The safety and security of the U.S.	80%	79%
International travel	62%	60%
A spike in refugees	61%	63%
Your personal safety	58%	50%
Travel within the U.S.	49%	44%

Total Not Concerned Summary

	3/1-2, 2022	3/29-30, 2022
Travel within the U.S.	51%	56%
Your personal safety	42%	50%
A spike in refugees	39%	37%
International travel	38%	40%
The safety and security of the U.S.	20%	21%
Economic growth	17%	18%
Broader war developing	16%	19%
Prices of things we buy in the U.S.	14%	11%
Global stability	13%	14%





PUBLIC POLL FINDINGS AND METHODOLOGY

17. How concerned are you, if at all, about the impact of the conflict in Ukraine on the following?
(Continued)

a. Global stability

	3/1-2, 2022	3/29-30, 2022
Very concerned	42%	38%
Somewhat concerned	45%	48%
Not very concerned	9%	12%
Not at all concerned	3%	3%
<i>Concerned (Net)</i>	<i>87%</i>	<i>86%</i>
<i>Not Concerned (Net)</i>	<i>13%</i>	<i>14%</i>

b. The safety and security of the U.S.

	3/1-2, 2022	3/29-30, 2022
Very concerned	35%	31%
Somewhat concerned	46%	48%
Not very concerned	16%	16%
Not at all concerned	4%	6%
<i>Concerned (Net)</i>	<i>80%</i>	<i>79%</i>
<i>Not Concerned (Net)</i>	<i>20%</i>	<i>21%</i>

c. Your personal safety

	3/1-2, 2022	3/29-30, 2022
Very concerned	22%	18%
Somewhat concerned	36%	32%
Not very concerned	32%	37%
Not at all concerned	11%	13%
<i>Concerned (Net)</i>	<i>58%</i>	<i>50%</i>
<i>Not Concerned (Net)</i>	<i>42%</i>	<i>50%</i>

d. Economic growth

	3/1-2, 2022	3/29-30, 2022
Very concerned	39%	35%
Somewhat concerned	44%	47%
Not very concerned	13%	14%
Not at all concerned	3%	4%
<i>Concerned (Net)</i>	<i>83%</i>	<i>82%</i>
<i>Not Concerned (Net)</i>	<i>17%</i>	<i>18%</i>

e. Prices of things we buy in the U.S.

	3/1-2, 2022	3/29-30, 2022
Very concerned	51%	50%
Somewhat concerned	36%	39%
Not very concerned	11%	9%
Not at all concerned	3%	2%
<i>Concerned (Net)</i>	<i>86%</i>	<i>89%</i>
<i>Not Concerned (Net)</i>	<i>14%</i>	<i>11%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

17. How concerned are you, if at all, about the impact of the conflict in Ukraine on the following?
(Continued)

f. Travel within the U.S.

	3/1-2, 2022	3/29-30, 2022
Very concerned	16%	14%
Somewhat concerned	33%	30%
Not very concerned	34%	37%
Not at all concerned	16%	20%
<i>Concerned (Net)</i>	<i>49%</i>	<i>44%</i>
<i>Not Concerned (Net)</i>	<i>51%</i>	<i>56%</i>

g. International travel

	3/1-2, 2022	3/29-30, 2022
Very concerned	25%	25%
Somewhat concerned	37%	35%
Not very concerned	23%	25%
Not at all concerned	15%	14%
<i>Concerned (Net)</i>	<i>62%</i>	<i>60%</i>
<i>Not Concerned (Net)</i>	<i>38%</i>	<i>40%</i>

h. A spike in refugees

	3/1-2, 2022	3/29-30, 2022
Very concerned	25%	25%
Somewhat concerned	35%	38%
Not very concerned	31%	28%
Not at all concerned	9%	9%
<i>Concerned (Net)</i>	<i>61%</i>	<i>63%</i>
<i>Not Concerned (Net)</i>	<i>39%</i>	<i>37%</i>

i. Broader war developing

	3/1-2, 2022	3/29-30, 2022
Very concerned	42%	36%
Somewhat concerned	42%	46%
Not very concerned	13%	15%
Not at all concerned	3%	4%
<i>Concerned (Net)</i>	<i>84%</i>	<i>81%</i>
<i>Not Concerned (Net)</i>	<i>16%</i>	<i>19%</i>





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About the Study

These are some of the findings of the fiftieth wave of an Ipsos poll conducted between March 28-29, 2022. For this survey, a sample of 1,152 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 forty-fourth wave was conducted January 4-5, 2022 among 1,158 adults
- The forty-fifth wave was conducted January 18-19, 2022 among 1,158 adults
- The forty-sixth wave was conducted February 2-3, 2022 among 2,010 adults
- The forty-seventh wave was conducted February 15-16, 2022 among 1,156 adults
- The forty-eighth wave was conducted March 1-2, 2022 among 1,154 adults
- The forty-ninth wave was conducted March 15-16, 2022 among 1,154 adults
- The fiftieth wave was conducted March 29-30, 2022 among 1,152 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 2019 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 3.5 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=1,152, DEFF=1.5, adjusted Confidence Interval=+/-5.0 percentage points).

- The forty-sixth wave of this study has a credibility interval of plus or minus 2.5 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, forty second, forty-third, forty-fourth, and forty-fifth 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.
- The forty-seventh, forty-eighth, and forty-ninth waves of this study have a credibility interval of plus or minus 3.5 percentage points.

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About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

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