



# PUBLIC POLL FINDINGS AND METHODOLOGY

## Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, May 26, 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
5/24-25, 2022 (N=1,120)	22%	8%	14%	36%	39%	20%	19%	2%
5/10-11, 2022 (N=1,120)	27%	9%	18%	31%	40%	21%	19%	2%
4/26-27, 2022 (N=1,136)	23%	10%	14%	32%	41%	22%	19%	4%
4/12-13, 2022 (N=1,165)	24%	9%	15%	33%	41%	22%	19%	2%
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%



# 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
7/20-21, 2021 (N=1,137)	25%	12%	13%	30%	43%	22%	22%	2%
7/6-7, 2021 (N=1,179)	19%	8%	11%	29%	50%	24%	25%	2%
6/22-23, 2021 (N=1,176)	18%	7%	11%	27%	53%	26%	27%	2%
6/8-9, 2021 (N=1,177)	17%	6%	11%	28%	54%	27%	26%	2%
5/25-26, 2021 (N=1,178)	22%	9%	13%	29%	46%	24%	23%	2%
5/11-12, 2021 (N=1,167)	25%	10%	15%	25%	48%	22%	26%	2%
4/27-28, 2021 (N=1,115)	25%	10%	15%	30%	43%	23%	20%	2%
4/13-14, 2021 (N=1,115)	26%	10%	15%	32%	42%	21%	20%	1%
3/30-31, 2021 (N=1,115)	27%	11%	16%	33%	37%	18%	19%	3%
3/15-16, 2021 (N=1,115)	34%	15%	19%	32%	32%	18%	14%	2%
3/2-3, 2021 (N=1,115)	33%	14%	19%	35%	32%	19%	12%	1%
2/17-18, 2021 (N=1,115)	34%	15%	19%	34%	30%	15%	15%	2%
2/2-3, 2021 (N=1,115)	35%	13%	22%	34%	29%	16%	14%	1%
1/20-21, 2021 (N=1,115)	41%	18%	23%	34%	25%	15%	10%	1%
12/9-10, 2020 (N=1,112)	39%	17%	22%	34%	25%	15%	10%	1%
11/24-25, 2020 (N=1,114)	40%	18%	21%	36%	23%	14%	9%	2%
11/10-11, 2020 (N=1,113)	40%	16%	23%	33%	25%	15%	11%	2%
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%



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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
<b>8/4-5, 2020 (N=1,111)</b>	33%	14%	19%	37%	29%	17%	12%	2%
<b>7/21-22, 2020 (N=1,115)</b>	34%	15%	19%	36%	29%	19%	10%	1%
<b>6/23-24, 2020 (N=1,113)</b>	31%	14%	17%	34%	33%	20%	12%	2%
<b>6/8-9, 2020 (N=1,113)</b>	28%	12%	16%	32%	38%	23%	16%	2%
<b>5/28-29, 2020 (N=1,113)</b>	30%	12%	18%	34%	34%	20%	14%	2%
<b>5/14-15, 2020 (N=1,114)</b>	31%	13%	18%	36%	30%	18%	12%	3%
<b>5/4-5, 2020 (N=1,114)</b>	34%	15%	19%	35%	28%	17%	11%	2%
<b>4/27-28, 2020 (N=1,112)</b>	32%	15%	17%	34%	31%	20%	11%	3%
<b>4/17-20, 2020 (N=1,111)</b>	32%	10%	22%	35%	31%	21%	10%	2%
<b>4/10-13, 2020 (N=1,114)</b>	36%	14%	22%	35%	26%	16%	10%	2%



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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
5/24-25, 2022	3%	9%	10%	17%	3%	11%	23%	23%
5/10-11, 2022	5%	8%	12%	17%	3%	13%	23%	19%
4/26-27, 2022	5%	6%	9%	19%	4%	13%	25%	21%
4/12-13, 2022	3%	8%	10%	18%	5%	15%	21%	19%
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%



## 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? (*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
<b>1/20-21, 2021</b>	2%	8%	20%	49%	2%	4%	10%	3%
<b>12/9-10, 2020</b>	3%	16%	20%	44%	1%	3%	9%	3%
<b>11/24-25, 2020</b>	2%	19%	24%	37%	1%	4%	9%	3%
<b>11/10-11, 2020</b>	4%	16%	20%	41%	2%	6%	7%	4%
<b>10/27-28, 2020</b>	4%	13%	17%	41%	3%	9%	8%	4%
<b>10/13-14, 2020</b>	3%	11%	17%	40%	4%	11%	9%	4%
<b>9/29-30, 2020</b>	5%	10%	13%	39%	5%	12%	10%	5%
<b>9/15-16, 2020</b>	3%	7%	16%	42%	6%	11%	9%	5%
<b>9/1-2, 2020</b>	3%	7%	14%	43%	6%	13%	9%	4%
<b>8/18-19, 2020</b>	2%	9%	20%	42%	5%	13%	7%	3%
<b>8/4-5, 2020</b>	2%	9%	21%	42%	3%	11%	9%	3%
<b>7/21-22, 2020</b>	3%	11%	20%	38%	4%	12%	8%	4%
<b>6/23-24, 2020</b>	3%	7%	17%	33%	9%	18%	9%	4%
<b>6/8-9, 2020</b>	3%	5%	15%	27%	21%	10%	6%	3%
<b>5/28-29, 2020</b>	2%	5%	13%	37%	18%	13%	8%	4%
<b>5/14-15, 2020</b>	2%	5%	16%	33%	22%	10%	7%	5%
<b>5/4-5, 2020</b>	2%	6%	18%	41%	17%	5%	8%	3%
<b>4/27-28, 2020</b>	2%	5%	17%	41%	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
<b>5/24-25, 2022</b>	11%	17%	44%	29%
<b>5/10-11, 2022</b>	8%	23%	41%	29%
<b>4/26-27, 2022</b>	7%	21%	42%	30%
<b>4/12-13, 2022</b>	9%	17%	44%	31%
<b>3/29-30, 2022</b>	7%	18%	48%	27%
<b>3/15-16, 2022</b>	9%	22%	42%	27%
<b>3/1-2, 2022</b>	8%	18%	47%	27%
<b>2/15-16, 2022</b>	9%	20%	44%	26%
<b>2/1-3, 2022</b>	9%	23%	44%	24%
<b>1/18-19, 2022</b>	11%	27%	40%	21%
<b>1/4-5, 2022</b>	10%	27%	43%	20%
<b>12/7-8, 2021</b>	8%	20%	47%	24%
<b>11/22-23, 2021</b>	7%	21%	46%	26%
<b>11/9-10, 2021</b>	7%	21%	46%	27%
<b>10/26-27, 2021</b>	10%	21%	46%	23%
<b>10/12-13, 2021</b>	7%	23%	47%	23%
<b>9/28-29, 2021</b>	8%	22%	47%	22%
<b>9/14-15, 2021</b>	7%	26%	45%	22%
<b>8/31-9/1, 2021</b>	6%	23%	48%	23%
<b>8/18-19, 2021</b>	8%	23%	48%	21%
<b>8/3-4, 2021</b>	8%	23%	47%	22%
<b>7/20-21, 2021</b>	9%	17%	47%	28%
<b>7/6-7, 2021</b>	6%	14%	49%	30%
<b>6/22-23, 2021</b>	6%	17%	47%	29%
<b>6/8-9, 2021</b>	7%	16%	50%	27%
<b>5/25-26, 2021</b>	9%	20%	49%	23%
<b>5/11-12, 2021</b>	9%	18%	47%	26%
<b>4/27-28, 2021</b>	8%	18%	53%	21%
<b>4/13-14, 2021</b>	9%	19%	49%	23%
<b>3/30-31, 2021</b>	9%	23%	48%	20%
<b>3/15-16, 2021</b>	10%	21%	49%	20%
<b>3/2-3, 2021</b>	9%	24%	52%	16%
<b>2/17-18, 2021</b>	10%	26%	46%	18%
<b>2/2-3, 2021</b>	7%	29%	47%	17%
<b>1/20-21, 2021</b>	7%	28%	46%	19%
<b>12/9-10, 2020</b>	9%	28%	46%	17%
<b>11/24-25, 2020</b>	9%	29%	46%	16%
<b>11/10-11, 2020</b>	9%	31%	46%	14%
<b>10/27-28, 2020</b>	12%	32%	42%	13%
<b>10/13-14, 2020</b>	11%	30%	43%	16%
<b>9/29-30, 2020</b>	11%	29%	43%	18%



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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*)

	I'm stuck about what to do next	I have a lot of uncertainty	I have some uncertainty	I have no uncertainty
<b>9/15-16, 2020</b>	10%	29%	43%	18%
<b>9/1-2, 2020</b>	9%	32%	42%	16%
<b>8/18-19, 2020</b>	11%	33%	44%	13%
<b>8/4-5, 2020</b>	9%	31%	45%	15%
<b>7/21-22, 2020</b>	10%	32%	46%	12%
<b>6/23-24, 2020</b>	7%	32%	46%	15%
<b>6/8-9, 2020</b>	7%	30%	46%	18%
<b>5/28-29, 2020</b>	7%	28%	48%	18%
<b>5/14-15, 2020</b>	10%	30%	42%	18%
<b>5/4-5, 2020</b>	9%	33%	44%	15%





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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
5/24-25, 2022	8%	10%	29%	26%	27%
5/10-11, 2022	6%	11%	32%	24%	27%
4/26-27, 2022	6%	12%	29%	25%	29%
4/12-13, 2022	7%	10%	33%	23%	27%
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%







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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
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%

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
5/24-25, 2022	8%	40%	41%	2%	9%	89%
5/10-11, 2022	8%	40%	41%	2%	10%	89%
4/26-27, 2022	8%	40%	41%	2%	9%	89%
4/12-13, 2022	8%	40%	41%	1%	10%	89%
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 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	4/26-27, 2022	5/24-25, 2022
Mask requirements in public transportation (e.g. bus, train, subway)	N/A	55%	55%
Mask requirements in businesses or stores	59%	54%	49%
Mask requirements in schools	47%	48%	49%
Mask requirements for rideshare services (e.g. Uber, Lyft)	N/A	48%	45%
Mask requirements at bars and restaurants	49%	46%	44%
Vaccine or testing requirements in the workplace	38%	34%	36%
Vaccine requirements in businesses or stores	32%	29%	31%
Vaccine requirements at bars and restaurants	30%	30%	30%
Outdoor mask requirements	21%	20%	20%
None of the above	24%	24%	24%

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

	3/29-30, 2022	4/12-13, 2022	4/26-27, 2022	5/10-11, 2022	5/24-25, 2022
Always	31%	26%	19%	22%	22%
Often	17%	18%	18%	17%	18%
Sometimes	19%	23%	23%	23%	20%
Rarely	18%	16%	21%	18%	17%
Never	14%	17%	19%	19%	24%

8. How often, if at all, are you checking the current COVID-19 case rates in your area?

	5/24-25, 2022
Daily	10%
A few times a week	16%
Once a week	16%
A few times a month	17%
Once a month or less	13%
Never	29%





## PUBLIC POLL FINDINGS AND METHODOLOGY

9. **[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)	4/12-13, 2022 (N=663)	4/26-27, 2022 (N=657)	5/10-11, 2022 (N=628)	5/24-25, 2022 (N=571)
Working at my workplace only	34%	56%	57%	57%	58%	57%	56%	56%
Working from home only	48%	24%	23%	23%	24%	24%	24%	26%
Working both from home and at my workplace	18%	20%	20%	20%	19%	19%	20%	18%

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

### Total Agree Summary

	5/24-25, 2022
I have empathy for small businesses that need to increase their prices due to inflation or shortages	81%
If I am going to pay more for a company's products, I expect excellent customer service from them	81%
I will continue to buy from companies that offer good customer service, even if their prices increase	75%
I am willing to continue buying from companies that increase their prices if I feel valued as a customer	73%
I have empathy for companies where I've been a long-time customer when they need to increase their prices due to inflation or shortages	71%
When a company raises their prices, I expect immediate improvements in my customer experience	64%
I have empathy for large, multi-national companies that need to increase their prices due to inflation or shortages	47%

a. I am willing to continue buying from companies that increase their prices if I feel valued as a customer

	5/24-25, 2022
Strongly agree	23%
Somewhat agree	49%
Somewhat disagree	15%
Strongly disagree	5%
Don't know	7%
<i>Agree (Net)</i>	<i>73%</i>
<i>Disagree (Net)</i>	<i>20%</i>





## PUBLIC POLL FINDINGS AND METHODOLOGY

10. How much do you agree or disagree with the following statements? *(Continued)*

- b. I will continue to buy from companies that offer good customer service, even if their prices increase

	<b>5/24-25, 2022</b>
Strongly agree	24%
Somewhat agree	50%
Somewhat disagree	14%
Strongly disagree	4%
Don't know	8%
<i>Agree (Net)</i>	<i>75%</i>
<i>Disagree (Net)</i>	<i>17%</i>

- c. If I am going to pay more for a company's products, I expect excellent customer service from them

	<b>5/24-25, 2022</b>
Strongly agree	40%
Somewhat agree	40%
Somewhat disagree	10%
Strongly disagree	3%
Don't know	6%
<i>Agree (Net)</i>	<i>81%</i>
<i>Disagree (Net)</i>	<i>13%</i>

- d. When a company raises their prices, I expect immediate improvements in my customer experience

	<b>5/24-25, 2022</b>
Strongly agree	26%
Somewhat agree	38%
Somewhat disagree	22%
Strongly disagree	4%
Don't know	10%
<i>Agree (Net)</i>	<i>64%</i>
<i>Disagree (Net)</i>	<i>27%</i>





## PUBLIC POLL FINDINGS AND METHODOLOGY

10. How much do you agree or disagree with the following statements? *(Continued)*

- e. I have empathy for companies where I've been a long-time customer when they need to increase their prices due to inflation or shortages

	<b>5/24-25, 2022</b>
Strongly agree	23%
Somewhat agree	48%
Somewhat disagree	16%
Strongly disagree	7%
Don't know	6%
<i>Agree (Net)</i>	<i>71%</i>
<i>Disagree (Net)</i>	<i>23%</i>

- f. I have empathy for small businesses that need to increase their prices due to inflation or shortages

	<b>5/24-25, 2022</b>
Strongly agree	38%
Somewhat agree	44%
Somewhat disagree	10%
Strongly disagree	3%
Don't know	6%
<i>Agree (Net)</i>	<i>81%</i>
<i>Disagree (Net)</i>	<i>13%</i>

- g. I have empathy for large, multi-national companies that need to increase their prices due to inflation or shortages

	<b>5/24-25, 2022</b>
Strongly agree	13%
Somewhat agree	34%
Somewhat disagree	28%
Strongly disagree	18%
Don't know	7%
<i>Agree (Net)</i>	<i>47%</i>
<i>Disagree (Net)</i>	<i>46%</i>





## PUBLIC POLL FINDINGS AND METHODOLOGY

11. For each statement below, please indicate whether or not this applies to you.

### Total Yes Summary

	<b>5/24-25, 2022</b>
I have noticed price increases in the products I buy	94%
Inflation is causing me to look for lower prices for the things I need to buy	81%
Inflation is causing me to cut back my spending on unneeded, but nice-to-have, items	77%
Even though prices are rising due to inflation, I am not going to stop buying what I want	54%
I saved enough money over the past two years that I can afford to buy what I want, even as prices increase due to inflation	40%
I am not thinking about inflation and price increases when I make most purchase decisions	34%

### Total No Summary

	<b>5/24-25, 2022</b>
I am not thinking about inflation and price increases when I make most purchase decisions	67%
I saved enough money over the past two years that I can afford to buy what I want, even as prices increase due to inflation	61%
Even though prices are rising due to inflation, I am not going to stop buying what I want	46%
Inflation is causing me to cut back my spending on unneeded, but nice-to-have, items	23%
Inflation is causing me to look for lower prices for the things I need to buy	19%
I have noticed price increases in the products I buy	6%

12. Thinking now about current gas prices, please indicate whether each statement below applies to you or not.

### Total Yes Summary

	<b>5/24-25, 2022</b>
I have noticed higher gas prices in my area	95%
I pay more attention to which gas stations near me have the lowest prices	80%
I am driving less overall	70%
I am partially filling my tank with smaller amounts (e.g., \$10 or \$20) rather than filling it all at once	50%
I am driving farther than usual to seek out gas stations that have cheaper gas	25%

### Total No Summary

	<b>5/24-25, 2022</b>
I am driving farther than usual to seek out gas stations that have cheaper gas	75%
I am partially filling my tank with smaller amounts (e.g., \$10 or \$20) rather than filling it all at once	50%
I am driving less overall	30%
I pay more attention to which gas stations near me have the lowest prices	20%
I have noticed higher gas prices in my area	5%





## PUBLIC POLL FINDINGS AND METHODOLOGY

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

### Total Agree Summary

	<b>5/24-25, 2022</b>
I enjoy cooking family recipes that have been passed down through generations	75%
Food is a way to share my culture with those I love	69%
Food is an important piece of my identity	64%
I express myself and my individuality through food	61%
There are foods and ingredients I'd like to buy, but can't find at my grocery store	59%

a. Food is a way to share my culture with those I love

	<b>5/24-25, 2022</b>
Strongly agree	29%
Somewhat agree	40%
Somewhat disagree	17%
Strongly disagree	9%
Don't know	5%
<i>Agree (Net)</i>	<i>69%</i>
<i>Disagree (Net)</i>	<i>26%</i>

b. Food is an important piece of my identity

	<b>5/24-25, 2022</b>
Strongly agree	26%
Somewhat agree	38%
Somewhat disagree	24%
Strongly disagree	8%
Don't know	4%
<i>Agree (Net)</i>	<i>64%</i>
<i>Disagree (Net)</i>	<i>33%</i>

c. I express myself and my individuality through food

	<b>5/24-25, 2022</b>
Strongly agree	21%
Somewhat agree	40%
Somewhat disagree	24%
Strongly disagree	12%
Don't know	4%
<i>Agree (Net)</i>	<i>61%</i>
<i>Disagree (Net)</i>	<i>35%</i>





## PUBLIC POLL FINDINGS AND METHODOLOGY

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

d. I enjoy cooking family recipes that have been passed down through generations

	5/24-25, 2022
Strongly agree	35%
Somewhat agree	40%
Somewhat disagree	14%
Strongly disagree	7%
Don't know	3%
<i>Agree (Net)</i>	<i>75%</i>
<i>Disagree (Net)</i>	<i>21%</i>

e. There are foods and ingredients I'd like to buy, but can't find at my grocery store

	5/24-25, 2022
Strongly agree	21%
Somewhat agree	38%
Somewhat disagree	24%
Strongly disagree	13%
Don't know	4%
<i>Agree (Net)</i>	<i>59%</i>
<i>Disagree (Net)</i>	<i>37%</i>

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

### Total Agree Summary

	5/24-25, 2022
It's important for me to be able to trust my healthcare provider(s)	92%
Women and men <b>should have</b> the same opportunities in society	90%
Rich people and poor people <b>should have</b> the same opportunities in society	87%
It's important for me to be able to trust my government leaders and institutions	86%
I value my personal freedoms above what's best for society as a whole	68%
Women and men currently <b>do have</b> the same opportunities in society	52%
Rich people and poor people currently <b>do have</b> the same opportunities in society	40%

a. Rich people and poor people should have the same opportunities in society

	5/24-25, 2022
Strongly agree	54%
Somewhat agree	33%
Somewhat disagree	7%
Strongly disagree	3%
Don't know	4%
<i>Agree (Net)</i>	<i>87%</i>
<i>Disagree (Net)</i>	<i>9%</i>







## PUBLIC POLL FINDINGS AND METHODOLOGY

14. How much do you agree or disagree with the following statements? (Continued)

b. Rich people and poor people currently do have the same opportunities in society

	<b>5/24-25, 2022</b>
Strongly agree	16%
Somewhat agree	24%
Somewhat disagree	21%
Strongly disagree	36%
Don't know	4%
<i>Agree (Net)</i>	<i>40%</i>
<i>Disagree (Net)</i>	<i>57%</i>

c. Women and men currently do have the same opportunities in society

	<b>5/24-25, 2022</b>
Strongly agree	21%
Somewhat agree	31%
Somewhat disagree	25%
Strongly disagree	19%
Don't know	4%
<i>Agree (Net)</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>44%</i>

d. Women and men should have the same opportunities in society

	<b>5/24-25, 2022</b>
Strongly agree	63%
Somewhat agree	27%
Somewhat disagree	5%
Strongly disagree	2%
Don't know	3%
<i>Agree (Net)</i>	<i>90%</i>
<i>Disagree (Net)</i>	<i>7%</i>

e. It's important for me to be able to trust my government leaders and institutions

	<b>5/24-25, 2022</b>
Strongly agree	50%
Somewhat agree	36%
Somewhat disagree	8%
Strongly disagree	3%
Don't know	3%
<i>Agree (Net)</i>	<i>86%</i>
<i>Disagree (Net)</i>	<i>11%</i>





## PUBLIC POLL FINDINGS AND METHODOLOGY

14. How much do you agree or disagree with the following statements? *(Continued)*

f. It's important for me to be able to trust my healthcare provider(s)

	<b>5/24-25, 2022</b>
Strongly agree	67%
Somewhat agree	25%
Somewhat disagree	5%
Strongly disagree	*
Don't know	3%
<i>Agree (Net)</i>	<i>92%</i>
<i>Disagree (Net)</i>	<i>6%</i>

g. I value my personal freedoms above what's best for society as a whole

	<b>5/24-25, 2022</b>
Strongly agree	30%
Somewhat agree	38%
Neither agree nor disagree	19%
Somewhat disagree	7%
Strongly disagree	7%
<i>Agree (Net)</i>	<i>68%</i>
<i>Disagree (Net)</i>	<i>26%</i>





## PUBLIC POLL FINDINGS AND METHODOLOGY

### About the Study

These are some of the findings of the fifty-fourth wave of an Ipsos poll conducted between May 24-25, 2022. For this survey, a sample of 1,120 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, 2020, 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





## PUBLIC POLL FINDINGS AND METHODOLOGY

- 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 fifty-first wave was conducted April 12-13, 2022 among 1,165 adults
- The fifty-second wave was conducted April 26-27, 2022, among 1,136 adults
- The fifty-third wave was conducted May 10-11, 2022, among 1,120 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 3.6 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 ( $n=1,120$ ,  $DEFF=1.5$ , adjusted Confidence Interval= $\pm 5.1$  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, forty-ninth, fiftieth, and fifty-first waves of this study have a credibility interval of plus or minus 3.5 percentage points.
- The fifty-second and fifty-third wave of this study has a credibility interval of 3.6 percentage points.

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GAME CHANGERS





## 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).

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