



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, June 2, 2020

1. What level of threat do you think the coronavirus poses to you personally?

	April 10-13 (N=1,114)	April 17-20 (N=1,111)	April 27-28 (N=1,112)	May 4-5 (N=1,114)	May 14-15 (N=1,114)	May 28-29 (N=1,113)
Very high threat	14%	10%	15%	15%	13%	12%
High threat	22%	22%	17%	19%	18%	18%
Moderate threat	35%	35%	34%	35%	36%	34%
Low threat	16%	21%	20%	17%	18%	20%
Very low threat	10%	10%	11%	11%	12%	14%
Don't know	2%	2%	3%	2%	3%	2%
<i>High threat (Net)</i>	<i>36%</i>	<i>32%</i>	<i>32%</i>	<i>34%</i>	<i>31%</i>	<i>30%</i>
<i>Low threat (Net)</i>	<i>26%</i>	<i>31%</i>	<i>31%</i>	<i>28%</i>	<i>30%</i>	<i>34%</i>

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?

	April 27-28	May 4-5	May 14-15	May 28-29
The pandemic has not reached my area, and so far there are no restrictions	2%	2%	2%	2%
I am getting ready for possible new restrictions, preparing, and stockpiling supplies where possible	5%	6%	5%	5%
I am reacting day-by-day to the restrictions and establishing new routines	17%	18%	16%	13%
I have adapted to the restrictions and settled into new routines	41%	41%	33%	37%
It seems restrictions will soon be lifted in my area	-	17%	22%	18%
I am starting to do some things again that used to be restricted	-	5%	10%	13%
I am doing most of the things I used to do pre-COVID		8%	7%	8%
I feel the pandemic is behind me and am moving on with life	4%	3%	5%	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?

	May 4-5	May 14-15	May 28-29
I'm stuck about what to do next	9%	10%	7%
I have a lot of uncertainty	33%	30%	28%
I have some uncertainty	44%	42%	48%
I have no uncertainty	15%	18%	18%

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.

	May 4-5	May 14-15	May 28-29
5 - Intolerable	8%	8%	5%
4	19%	19%	16%
3	44%	41%	43%
2	20%	21%	24%
1 - Not a problem at all	10%	12%	12%





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5. From the list below, what are the top three phrases that best describe how you are feeling today?

	April 27-28	May 4-5	May 14-15	May 28-29
Doubtful about a full return to normalcy	21%	26%	29%	25%
Hopeful	24%	20%	19%	24%
Accepting of my new normal	26%	19%	21%	22%
Cautious optimism	22%	21%	22%	20%
Impatient to get back to normal life	21%	26%	20%	20%
Bored	20%	18%	18%	17%
Anxiety	18%	20%	16%	17%
Optimistic about the future	16%	15%	14%	16%
Open to changes	13%	12%	12%	16%
Well prepared	13%	9%	12%	12%
Attentive to good news	11%	10%	11%	12%
Confident in the future	11%	10%	10%	11%
Aggravated	7%	9%	8%	9%
Lonely	9%	10%	10%	8%
Angry/Frustrated about the restrictions on my freedom	7%	10%	10%	7%
Fear	7%	6%	7%	6%
Reluctant about certain purchases	6%	7%	7%	6%
Curious	4%	5%	5%	6%
Angry	5%	4%	4%	4%
Excited	2%	4%	3%	4%
Overloaded with new requirements	4%	4%	4%	3%
Hopeless	4%	5%	3%	3%
Sarcastic	2%	3%	3%	3%
Needing to experiment with my pre-COVID activities	2%	2%	3%	3%
Relieved	2%	3%	2%	3%
Urgency to prepare	3%	4%	3%	2%
Defeated	3%	2%	3%	2%



6. Thinking about the next 12 months, do you feel better, worse, or the same about your life?

	May 28-29
Much better	8%
Somewhat better	26%
About the same as I feel now	47%
Somewhat worse	14%
Much worse	4%
<i>Better (Net)</i>	<i>34%</i>
<i>Worse (Net)</i>	<i>18%</i>

7. [If selected “Much better” or “Somewhat better” in Q6] What is the main reason for this change?

	May 28-29 (N=579)
The conditions in the world have changed	38%
The conditions around where I live have changed	21%
The conditions for me or my family have changed	22%
Conditions have not changed, but my attitude has changed	14%
Don't know	4%

8. Regarding COVID-19, which of the following are true of you? (Select all that apply)

	April 10-13	April 17-20	April 27-28	May 4-5	May 14-15	May 28-29
A friend or acquaintance has been tested and diagnosed with COVID-19	14%	14%	14%	12%	18%	19%
Someone I know suspects they have or had COVID-19	13%	14%	12%	10%	14%	13%
A relative has been tested and diagnosed with COVID-19	6%	6%	7%	8%	10%	10%
I have been tested and diagnosed with COVID-19	2%	1%	2%	2%	2%	2%
None of the above	70%	70%	71%	72%	63%	62%



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9. For each of the following statements below, indicate your level of agreement.

Total Agree Summary

	April 27-28	May 4-5	May 14-15	May 28-29
If there is another wave of the virus, I don't plan to do anything differently compared to right now	66%	58%	65%	65%
I am concerned that schools will close again this fall	46%	47%	52%	52%
I plan to stock up on food and other essentials before fall	44%	47%	43%	45%
I plan to travel this summer if it's allowed	43%	41%	42%	40%
I believe we will have a "lockdown" this fall where I live	37%	40%	42%	44%
I am already changing or canceling plans for travel this fall	31%	36%	34%	38%
I am worried someone in my household will lose their job if there is another "lockdown"	32%	32%	33%	34%
[If child in household] I am anxious about my childcare situation this summer	N=221 41%	N=307 32%	N=279 30%	N=255 29%
I plan to make changes or repairs to my home in case we have to shelter in place again	25%	25%	26%	27%
[If child in household] I don't know how I will care for my child(ren) this summer	N=221 33%	N=307 21%	N=279 23%	N=255 22%
I plan to upgrade my "home office" by purchasing new equipment	17%	16%	18%	21%
I plan to upgrade my home internet speed	18%	17%	17%	20%

a. I believe we will have a "lockdown" this fall where I live

	April 27-28	May 4-5	May 14-15	May 28-29
Strongly agree	11%	12%	13%	12%
Somewhat agree	26%	28%	29%	32%
Neither agree nor disagree	39%	35%	36%	32%
Somewhat disagree	16%	17%	14%	15%
Strongly disagree	8%	7%	9%	9%
<i>Agree (Net)</i>	<i>37%</i>	<i>40%</i>	<i>42%</i>	<i>44%</i>
<i>Disagree (Net)</i>	<i>25%</i>	<i>25%</i>	<i>22%</i>	<i>24%</i>

b. I plan to stock up on food and other essentials before fall

	April 27-28	May 4-5	May 14-15	May 28-29
Strongly agree	14%	13%	12%	14%
Somewhat agree	30%	33%	31%	31%
Neither agree nor disagree	32%	31%	32%	28%
Somewhat disagree	17%	15%	15%	17%
Strongly disagree	8%	8%	10%	10%
<i>Agree (Net)</i>	<i>44%</i>	<i>47%</i>	<i>43%</i>	<i>45%</i>
<i>Disagree (Net)</i>	<i>25%</i>	<i>22%</i>	<i>25%</i>	<i>27%</i>



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c. I plan to make changes or repairs to my home in case we have to shelter in place again

	April 27-28	May 4-5	May 14-15	May 28-29
Strongly agree	8%	7%	7%	7%
Somewhat agree	18%	19%	19%	20%
Neither agree nor disagree	33%	34%	31%	29%
Somewhat disagree	21%	21%	22%	23%
Strongly disagree	20%	20%	21%	21%
<i>Agree (Net)</i>	<i>25%</i>	<i>25%</i>	<i>26%</i>	<i>27%</i>
<i>Disagree (Net)</i>	<i>41%</i>	<i>41%</i>	<i>43%</i>	<i>44%</i>

d. I plan to upgrade my “home office” by purchasing new equipment

	April 27-28	May 4-5	May 14-15	May 28-29
Strongly agree	6%	5%	5%	5%
Somewhat agree	11%	11%	12%	16%
Neither agree nor disagree	27%	27%	28%	21%
Somewhat disagree	26%	23%	20%	25%
Strongly disagree	30%	34%	34%	34%
<i>Agree (Net)</i>	<i>17%</i>	<i>16%</i>	<i>18%</i>	<i>21%</i>
<i>Disagree (Net)</i>	<i>56%</i>	<i>57%</i>	<i>54%</i>	<i>58%</i>

e. I plan to upgrade my home internet speed

	April 27-28	May 4-5	May 14-15	May 28-29
Strongly agree	6%	6%	7%	8%
Somewhat agree	12%	12%	10%	12%
Neither agree nor disagree	29%	32%	32%	29%
Somewhat disagree	28%	26%	24%	24%
Strongly disagree	24%	26%	27%	27%
<i>Agree (Net)</i>	<i>18%</i>	<i>17%</i>	<i>17%</i>	<i>20%</i>
<i>Disagree (Net)</i>	<i>53%</i>	<i>51%</i>	<i>51%</i>	<i>51%</i>

f. I plan to travel this summer if it's allowed

	April 27-28	May 4-5	May 14-15	May 28-29
Strongly agree	16%	15%	17%	16%
Somewhat agree	28%	26%	25%	25%
Neither agree nor disagree	22%	21%	21%	20%
Somewhat disagree	16%	19%	17%	19%
Strongly disagree	18%	19%	20%	21%
<i>Agree (Net)</i>	<i>43%</i>	<i>41%</i>	<i>42%</i>	<i>40%</i>
<i>Disagree (Net)</i>	<i>34%</i>	<i>38%</i>	<i>37%</i>	<i>40%</i>

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g. I am already changing or canceling plans for travel this fall

	April 27-28	May 4-5	May 14-15	May 28-29
Strongly agree	13%	14%	15%	17%
Somewhat agree	18%	21%	18%	22%
Neither agree nor disagree	34%	33%	33%	28%
Somewhat disagree	18%	16%	17%	17%
Strongly disagree	17%	15%	16%	17%
<i>Agree (Net)</i>	<i>31%</i>	<i>36%</i>	<i>34%</i>	<i>38%</i>
<i>Disagree (Net)</i>	<i>34%</i>	<i>31%</i>	<i>33%</i>	<i>33%</i>

h. I am concerned that schools will close again this fall

	April 27-28	May 4-5	May 14-15	May 28-29
Strongly agree	14%	15%	20%	17%
Somewhat agree	32%	32%	32%	34%
Neither agree nor disagree	32%	31%	31%	28%
Somewhat disagree	13%	12%	9%	11%
Strongly disagree	9%	10%	8%	9%
<i>Agree (Net)</i>	<i>46%</i>	<i>47%</i>	<i>52%</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>22%</i>	<i>22%</i>	<i>17%</i>	<i>21%</i>

i. If there is another wave of the virus, I don't plan to do anything differently compared to right now

	April 27-28	May 4-5	May 14-15	May 28-29
Strongly agree	24%	19%	24%	24%
Somewhat agree	42%	40%	41%	40%
Neither agree nor disagree	23%	25%	22%	20%
Somewhat disagree	9%	11%	10%	12%
Strongly disagree	3%	5%	3%	4%
<i>Agree (Net)</i>	<i>66%</i>	<i>58%</i>	<i>65%</i>	<i>65%</i>
<i>Disagree (Net)</i>	<i>12%</i>	<i>17%</i>	<i>13%</i>	<i>16%</i>

j. I am worried someone in my household will lose their job if there is another "lockdown"

	April 27-28	May 4-5	May 14-15	May 28-29
Strongly agree	12%	11%	12%	13%
Somewhat agree	20%	21%	21%	21%
Neither agree nor disagree	26%	27%	25%	20%
Somewhat disagree	20%	19%	18%	18%
Strongly disagree	22%	23%	24%	28%
<i>Agree (Net)</i>	<i>32%</i>	<i>32%</i>	<i>33%</i>	<i>34%</i>
<i>Disagree (Net)</i>	<i>42%</i>	<i>41%</i>	<i>42%</i>	<i>46%</i>

k. **[If child in household]** I am anxious about my childcare situation this summer

	April 27-28 (N=221)	May 4-5 (N=307)	May 14-15 (N=279)	May 28-29 (N=255)
Strongly agree	12%	12%	12%	12%
Somewhat agree	28%	20%	18%	17%
Neither agree nor disagree	21%	26%	27%	20%
Somewhat disagree	14%	14%	13%	15%
Strongly disagree	24%	29%	29%	36%
<i>Agree (Net)</i>	<i>41%</i>	<i>32%</i>	<i>30%</i>	<i>29%</i>
<i>Disagree (Net)</i>	<i>38%</i>	<i>43%</i>	<i>42%</i>	<i>51%</i>

l. **[If child in household]** I don't know how I will care for my child(ren) this summer

	April 27-28 (N=221)	May 4-5 (N=307)	May 14-15 (N=279)	May 28-29 (N=255)
Strongly agree	14%	6%	9%	8%
Somewhat agree	19%	14%	13%	15%
Neither agree nor disagree	20%	21%	20%	16%
Somewhat disagree	18%	23%	21%	17%
Strongly disagree	29%	36%	36%	44%
<i>Agree (Net)</i>	<i>33%</i>	<i>21%</i>	<i>23%</i>	<i>22%</i>
<i>Disagree (Net)</i>	<i>46%</i>	<i>59%</i>	<i>58%</i>	<i>61%</i>

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10. **[If employed]** When it is allowable to go back to your work/office location, which of the following best describes your plans?

	May 14-15 (N=601)	May 28-29 (N=611)
I have not stopped going to my work/office since the pandemic started	36%	22%
I will have to go back as soon as businesses in my state/area open back up	15%	25%
I will be able to work from home for a fixed amount of time set by my employer (e.g. 'X' more months)	14%	17%
I work from home full-time and will continue to do so	14%	10%
I will be able to split my time each week, going into the office some days and working from home others	12%	15%
I will be able to fully work from home until I am personally comfortable with returning	8%	11%

11. Which industries do you think are doing the best job in their advertising right now? You may select up to three.

	May 4-5	May 14-15	May 28-29
Grocery stores	31%	33%	37%
Healthcare providers	21%	26%	24%
Restaurants	24%	17%	21%
Food and Beverage Companies	16%	14%	16%
Social media platforms	12%	10%	12%
Health Insurance	9%	11%	11%
Telecommunications companies	11%	8%	11%
Automotive	12%	11%	10%
Pharmaceuticals	10%	8%	10%
Banking	10%	10%	8%
Payment or credit card companies	6%	7%	6%
Property Insurance	3%	5%	4%
None of these	30%	31%	28%

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12. Which industries do you think have the most work to do to improve their customer experience so you can interact with them as you had pre-pandemic? You may select up to three.

	May 28-29
Restaurants	34%
Grocery stores	21%
Healthcare providers	18%
Banking	17%
Food and Beverage Companies	14%
Health Insurance	14%
Pharmaceuticals	11%
Payment or credit card companies	10%
Social media platforms	9%
Automotive	9%
Telecommunications companies	9%
Property Insurance	6%
None of these	25%

13. How much do you trust each of the following types of organizations to maintain the security and privacy of your personal data?

Total Trust Summary

	May 28-29
Hospitals	65%
Healthcare companies	50%
National health organizations (i.e., National Institute of Health, etc.)	49%
Academic organizations (Universities & Colleges)	47%
State government	43%
Local government	42%
Global health organizations (i.e., World Health Organization, etc.)	40%
Technology companies	38%
Mobile/cellular companies	38%
Global philanthropic foundations (i.e., Gates Foundation, etc.)	35%
Federal government	32%
Global NGO's (i.e., United Nations, etc.)	31%



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a. Federal government

	May 28-29
Trust a great deal	8%
Trust a little	25%
Neither trust nor distrust	22%
Distrust a little	20%
Distrust a great deal	25%
<i>Trust (Net)</i>	<i>32%</i>
<i>Distrust (Net)</i>	<i>45%</i>

b. State government

	May 28-29
Trust a great deal	11%
Trust a little	32%
Neither trust nor distrust	23%
Distrust a little	19%
Distrust a great deal	15%
<i>Trust (Net)</i>	<i>43%</i>
<i>Distrust (Net)</i>	<i>34%</i>

c. Local government

	May 28-29
Trust a great deal	10%
Trust a little	33%
Neither trust nor distrust	27%
Distrust a little	19%
Distrust a great deal	11%
<i>Trust (Net)</i>	<i>42%</i>
<i>Distrust (Net)</i>	<i>30%</i>

d. Global health organizations (i.e., World Health Organization, etc.)

	May 28-29
Trust a great deal	15%
Trust a little	25%
Neither trust nor distrust	30%
Distrust a little	13%
Distrust a great deal	18%
<i>Trust (Net)</i>	<i>40%</i>
<i>Distrust (Net)</i>	<i>30%</i>





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e. Global NGO's (i.e., United Nations, etc.)

	May 28-29
Trust a great deal	10%
Trust a little	21%
Neither trust nor distrust	39%
Distrust a little	14%
Distrust a great deal	16%
<i>Trust (Net)</i>	<i>31%</i>
<i>Distrust (Net)</i>	<i>31%</i>

f. Global Philanthropic foundations (i.e., Gates Foundation, etc.)

	May 28-29
Trust a great deal	12%
Trust a little	23%
Neither trust nor distrust	37%
Distrust a little	13%
Distrust a great deal	15%
<i>Trust (Net)</i>	<i>35%</i>
<i>Distrust (Net)</i>	<i>28%</i>

g. Technology companies

	May 28-29
Trust a great deal	9%
Trust a little	29%
Neither trust nor distrust	30%
Distrust a little	20%
Distrust a great deal	12%
<i>Trust (Net)</i>	<i>38%</i>
<i>Distrust (Net)</i>	<i>32%</i>



h. Healthcare companies

	May 28-29
Trust a great deal	15%
Trust a little	34%
Neither trust nor distrust	25%
Distrust a little	16%
Distrust a great deal	9%
<i>Trust (Net)</i>	<i>50%</i>
<i>Distrust (Net)</i>	<i>25%</i>

i. Mobile / cellular companies

	May 28-29
Trust a great deal	9%
Trust a little	29%
Neither trust nor distrust	30%
Distrust a little	20%
Distrust a great deal	11%
<i>Trust (Net)</i>	<i>38%</i>
<i>Distrust (Net)</i>	<i>32%</i>

j. Hospitals

	May 28-29
Trust a great deal	27%
Trust a little	38%
Neither trust nor distrust	20%
Distrust a little	9%
Distrust a great deal	5%
<i>Trust (Net)</i>	<i>65%</i>
<i>Distrust (Net)</i>	<i>14%</i>

k. National health organizations (i.e., National Institute of Health, etc.)

	May 28-29
Trust a great deal	19%
Trust a little	29%
Neither trust nor distrust	30%
Distrust a little	12%
Distrust a great deal	9%
<i>Trust (Net)</i>	<i>49%</i>
<i>Distrust (Net)</i>	<i>21%</i>



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I. Academic organizations (Universities & Colleges)

	May 28-29
Trust a great deal	15%
Trust a little	32%
Neither trust nor distrust	33%
Distrust a little	13%
Distrust a great deal	7%
<i>Trust (Net)</i>	<i>47%</i>
<i>Distrust (Net)</i>	<i>20%</i>

14. Location tracking via people's mobile phones can be used to identify if someone has had a possible exposure to COVID-19. This data could be used to help notify people of exposure so they can more quickly seek testing or treatment and minimize the spread of COVID-19.

What impact would each of the following have on your likelihood to trust an organization with your personal data?

Total Trust More Summary

	May 28-29
Granted you the ability to wipe your data at any time	55%
Allowed you to see all the records and data collected about you at any time	55%
Agreed in writing that your data would not be sold to other third parties	54%
Granted you control to have your data wiped automatically at specified intervals (i.e., every 30 days, etc.)	53%
Created up-front agreements on exactly what type of data could or could not be collected about you	53%
Provided controls that allow you to change when your data is being collected at any time	52%
Agreed in writing that your data would not be used for solicitation or marketing offers at any time	52%
Allowed you to use an "alias" account, not identifiable to you personally	49%
Paid you for your data	33%



- a. Allowed you to use an “alias” account, not identifiable to you personally

	May 28-29
Trust much more	17%
Trust somewhat more	32%
No impact on trust	33%
Trust somewhat less	9%
Trust much less	10%
<i>Trust more (Net)</i>	<i>49%</i>
<i>Trust less (Net)</i>	<i>19%</i>

- b. Provided controls that allow you to change when your data is being collected at any time

	May 28-29
Trust much more	16%
Trust somewhat more	36%
No impact on trust	32%
Trust somewhat less	8%
Trust much less	8%
<i>Trust more (Net)</i>	<i>52%</i>
<i>Trust less (Net)</i>	<i>16%</i>

- c. Granted you the ability to wipe your data at any time

	May 28-29
Trust much more	24%
Trust somewhat more	31%
No impact on trust	29%
Trust somewhat less	7%
Trust much less	8%
<i>Trust more (Net)</i>	<i>55%</i>
<i>Trust less (Net)</i>	<i>16%</i>

- d. Granted you control to have your data wiped automatically at specified intervals (i.e., every 30 days, etc.)

	May 28-29
Trust much more	20%
Trust somewhat more	33%
No impact on trust	31%
Trust somewhat less	7%
Trust much less	8%
<i>Trust more (Net)</i>	<i>53%</i>
<i>Trust less (Net)</i>	<i>15%</i>

- e. Allowed you to see all the records and data collected about you at any time

	May 28-29
Trust much more	22%
Trust somewhat more	33%
No impact on trust	27%
Trust somewhat less	8%
Trust much less	9%
<i>Trust more (Net)</i>	<i>55%</i>
<i>Trust less (Net)</i>	<i>17%</i>

- f. Created up-front agreements on exactly what type of data could or could not be collected about you

	May 28-29
Trust much more	17%
Trust somewhat more	36%
No impact on trust	32%
Trust somewhat less	7%
Trust much less	8%
<i>Trust more (Net)</i>	<i>53%</i>
<i>Trust less (Net)</i>	<i>15%</i>

- g. Agreed in writing that your data would not be sold to other third parties

	May 28-29
Trust much more	21%
Trust somewhat more	33%
No impact on trust	30%
Trust somewhat less	7%
Trust much less	9%
<i>Trust more (Net)</i>	<i>54%</i>
<i>Trust less (Net)</i>	<i>16%</i>

- h. Paid you for your data

	May 28-29
Trust much more	12%
Trust somewhat more	21%
No impact on trust	40%
Trust somewhat less	13%
Trust much less	13%
<i>Trust more (Net)</i>	<i>33%</i>
<i>Trust less (Net)</i>	<i>26%</i>



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- i. Agreed in writing that your data would not be used for solicitation or marketing offers at any time

	May 28-29
Trust much more	20%
Trust somewhat more	33%
No impact on trust	31%
Trust somewhat less	9%
Trust much less	9%
<i>Trust more (Net)</i>	52%
<i>Trust less (Net)</i>	17%

15. Once stay at home orders for your area are lifted, or thinking about now if they already are, to what extent do you agree or disagree with the following statements?

Total Agree Summary

	April 17-20	May 28-29
I will be afraid to travel internationally for quite some time	51%	58%
I will plan a driving vacation to a rural or scenic destination in the U.S.	32%	43%
I do not think I will feel financially comfortable planning a vacation	41%	40%
I will be afraid to travel in the U.S. for quite some time	38%	40%
I will plan a driving vacation to an urban destination in the U.S.	27%	33%
I will feel safer in vacation rentals than in hotels	17%	20%
I will plan a flying vacation to a rural or scenic destination in the U.S.	19%	19%
I will plan a flying vacation to an urban destination in the U.S.	19%	16%
I will plan an international vacation to a rural or scenic destination	17%	14%
I will plan an international vacation to an urban destination	16%	13%

- a. I will plan a driving vacation to an urban destination in the U.S.

	April 17-20	May 28-29
Strongly agree	7%	9%
Somewhat agree	20%	25%
Neither agree nor disagree	33%	25%
Somewhat disagree	18%	19%
Strongly disagree	21%	23%
<i>Agree (Net)</i>	27%	33%
<i>Disagree (Net)</i>	40%	42%

b. I will plan a driving vacation to a rural or scenic destination in the U.S.

	April 17-20	May 28-29
Strongly agree	10%	12%
Somewhat agree	22%	31%
Neither agree nor disagree	32%	24%
Somewhat disagree	18%	14%
Strongly disagree	19%	18%
<i>Agree (Net)</i>	32%	43%
<i>Disagree (Net)</i>	36%	33%

c. I will plan a flying vacation to an urban destination in the U.S.

	April 17-20	May 28-29
Strongly agree	5%	5%
Somewhat agree	14%	11%
Neither agree nor disagree	27%	21%
Somewhat disagree	22%	21%
Strongly disagree	32%	41%
<i>Agree (Net)</i>	19%	16%
<i>Disagree (Net)</i>	54%	63%

d. I will plan an international vacation to an urban destination

	April 17-20	May 28-29
Strongly agree	5%	4%
Somewhat agree	11%	9%
Neither agree nor disagree	23%	17%
Somewhat disagree	20%	17%
Strongly disagree	42%	52%
<i>Agree (Net)</i>	16%	13%
<i>Disagree (Net)</i>	61%	70%

e. I will plan an international vacation to a rural or scenic destination

	April 17-20	May 28-29
Strongly agree	5%	5%
Somewhat agree	11%	9%
Neither agree nor disagree	23%	19%
Somewhat disagree	20%	19%
Strongly disagree	41%	48%
<i>Agree (Net)</i>	17%	14%
<i>Disagree (Net)</i>	61%	68%

f. I will plan a flying vacation to a rural or scenic destination in the U.S.

	April 17-20	May 28-29
Strongly agree	6%	5%
Somewhat agree	13%	14%
Neither agree nor disagree	28%	22%
Somewhat disagree	21%	21%
Strongly disagree	32%	38%
<i>Agree (Net)</i>	<i>19%</i>	<i>19%</i>
<i>Disagree (Net)</i>	<i>53%</i>	<i>59%</i>

g. I do not think I will feel financially comfortable planning a vacation

	April 17-20	May 28-29
Strongly agree	19%	18%
Somewhat agree	22%	23%
Neither agree nor disagree	28%	28%
Somewhat disagree	18%	18%
Strongly disagree	13%	14%
<i>Agree (Net)</i>	<i>41%</i>	<i>40%</i>
<i>Disagree (Net)</i>	<i>31%</i>	<i>32%</i>

h. I will be afraid to travel in the U.S. for quite some time

	April 17-20	May 28-29
Strongly agree	12%	14%
Somewhat agree	25%	26%
Neither agree nor disagree	26%	24%
Somewhat disagree	23%	20%
Strongly disagree	14%	15%
<i>Agree (Net)</i>	<i>38%</i>	<i>40%</i>
<i>Disagree (Net)</i>	<i>37%</i>	<i>35%</i>

i. I will be afraid to travel internationally for quite some time

	April 17-20	May 28-29
Strongly agree	25%	33%
Somewhat agree	26%	25%
Neither agree nor disagree	25%	21%
Somewhat disagree	13%	10%
Strongly disagree	11%	11%
<i>Agree (Net)</i>	<i>51%</i>	<i>58%</i>
<i>Disagree (Net)</i>	<i>25%</i>	<i>21%</i>

j. I will feel safer in vacation rentals than in hotels

	April 17-20	May 28-29
Strongly agree	4%	5%
Somewhat agree	13%	14%
Neither agree nor disagree	49%	41%
Somewhat disagree	19%	20%
Strongly disagree	15%	19%
<i>Agree (Net)</i>	<i>17%</i>	<i>20%</i>
<i>Disagree (Net)</i>	<i>34%</i>	<i>39%</i>

16. **[If employed]** Which best describes the industry in which you are currently employed?
Select the one closest option.

	May 28-29 (N=611)
Professional services	17%
Healthcare providers	12%
Local or state government	10%
Manufacturing	7%
Retailer	7%
Technology Services	6%
Banking and payments	5%
Federal government	5%
Consulting	4%
Hospitality	4%
Communications & Entertainment	3%
Food and beverage companies	3%
Restaurants	3%
Transportation	3%
Automotive	2%
Insurance	2%
Pharmaceutical	2%
Software	2%
Technology Equipment	2%
Telecommunication	2%
Investment	1%
Social media	1%



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17. **[If employed]** How many employees are in your company, including all locations? Your best guess is fine.

	May 28-29 (N=611)
10,000 or more	19%
5,000-9,999	7%
1,000-4,999	13%
500-999	10%
200-499	10%
50-199	15%
20-49	8%
10-19	5%
5-9	4%
2-4	4%
1	5%

18. **[If employed]** How much do you agree or disagree with the following statement: My company is focused on the right priorities right now.

	May 28-29 (N=611)
Strongly agree	38%
Somewhat agree	35%
Neither agree nor disagree	15%
Somewhat disagree	7%
Strongly disagree	3%
Don't know	2%
<i>Agree (Net)</i>	<i>73%</i>
<i>Disagree (Net)</i>	<i>10%</i>



19. [If selected “Strongly agree” or “Somewhat agree” in Q18] What are the specific priorities your company is getting right? You may select up to three.

	May 28-29 (N=436)
Keep employees and customers safe	67%
Protection of jobs in the company	39%
Support employees with adequate healthcare benefits	27%
Making working with them online easier	23%
Equality of opportunity across gender and ethnicity	13%
New products/services that are relevant at this time	13%
Charitable donations and giving back to the community	12%
Action in support of diversity and inclusion	11%
Business practices that protect the environment	9%
Short term payment relief for existing customers	8%
Action to achieve equal pay	6%
Taking a stance on political issues	4%
None of the above	6%

20. [If did not select “Strongly agree” or “Somewhat agree” in Q18] In your opinion, what should your company focus on more? You may select up to three.

	May 28-29 (N=159)
Keep employees and customers safe	44%
Support employees with adequate healthcare benefits	28%
Protection of jobs in the company	20%
Action to achieve equal pay	12%
Making working with them online easier	12%
Business practices that protect the environment	10%
New products/services that are relevant at this time	10%
Charitable donations and giving back to the community	9%
Equality of opportunity across gender and ethnicity	7%
Short term payment relief for existing customers	6%
Taking a stance on political issues	5%
Action in support of diversity and inclusion	3%
None of the above	20%



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21. **[If employed full-time, part-time, or self-employed]** Since the coronavirus pandemic started, how do you feel overall about working for your company?

	May 28-29 (N=611)
A lot more proud	17%
A little more proud	24%
No change	46%
A little less proud	8%
A lot less proud	4%
Don't know	2%
<i>More proud (Net)</i>	<i>41%</i>
<i>Less proud (Net)</i>	<i>11%</i>





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About the Study

These are some of the findings of the sixth wave of an Ipsos poll conducted between May 28-29, 2020. For this survey, a sample of roughly 1,113 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, the second was conducted April 17-20, 2020, the third was conducted April 27-28, 2020, the fourth was conducted May 4-5, 2020, and the fifth wave was conducted May 14-15, 2020, all among a sample of more than 1,110 adults.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) 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 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc 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 ($n=1,113$, $DEFF=1.5$, adjusted Confidence Interval= ± 4.8 percentage points).

The first, fourth, and fifth waves of this study have a credibility interval of plus or minus 3.3 percentage points for all respondents, while the second and third waves of this study have a credibility interval of plus or minus 3.4 percentage points for all respondents.

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About Ipsos

Ipsos is the world's third largest market research 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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