



ASK ME ANYTHING:

**AMERICA'S FORCED
ADAPTATION TO COVID**

AUGUST 24, 2021

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Welcome to our webinar

Today's presenters:



Chris Jackson
Senior Vice President
Chris.Jackson@ipsos.com

Chris Jackson is a Senior Vice President and lead for the Ipsos Public Polling practice in the United States. His research specialties include public opinion trends, election polling, strategic communications research and reputation research. He works with a wide variety of public and private sector clients including our media partners like Thomson Reuters, USA Today, and ABC News, and he is a spokesperson for Ipsos Public Affairs in the US.



Scott Morano
**Senior Vice President,
Client Officer**
scott.morano@ipsos.com

Scott Morano has been with Ipsos for 19 years and has spent the past 10 years specializing in healthcare research. He is widely recognized by his clients as an outstanding methodologist and business partner.

While he has experience across therapy areas, Scott has a strong focus in the diabetes / obesity therapeutic areas, migraine/neurology, and autoimmune (in particular psoriatic conditions). He has a strong passion for behavioral science and bringing innovative thinking to both research design and advanced analytics.



Wendy Wallner
**Senior Vice President,
Client Officer**
wendy.wallner@ipsos.com

Wendy has over 25 years of experience beginning with P&G in brand management, followed by positions at Nielsen, and others. She has led research practices for North American businesses in Retail, Restaurant, Fashion, Travel industries. She joined IPSOS in 2018 to hold positions in Market Strategy, Innovation and UX. She is currently leading client relationships across key retailers and restaurants. As a client officer, Wendy acts as an advocate for clients and works to match Ipsos solutions with client needs.

AGENDA

1. WHERE THE COUNTRY IS NOW

2. ADAPTING TO DELTA

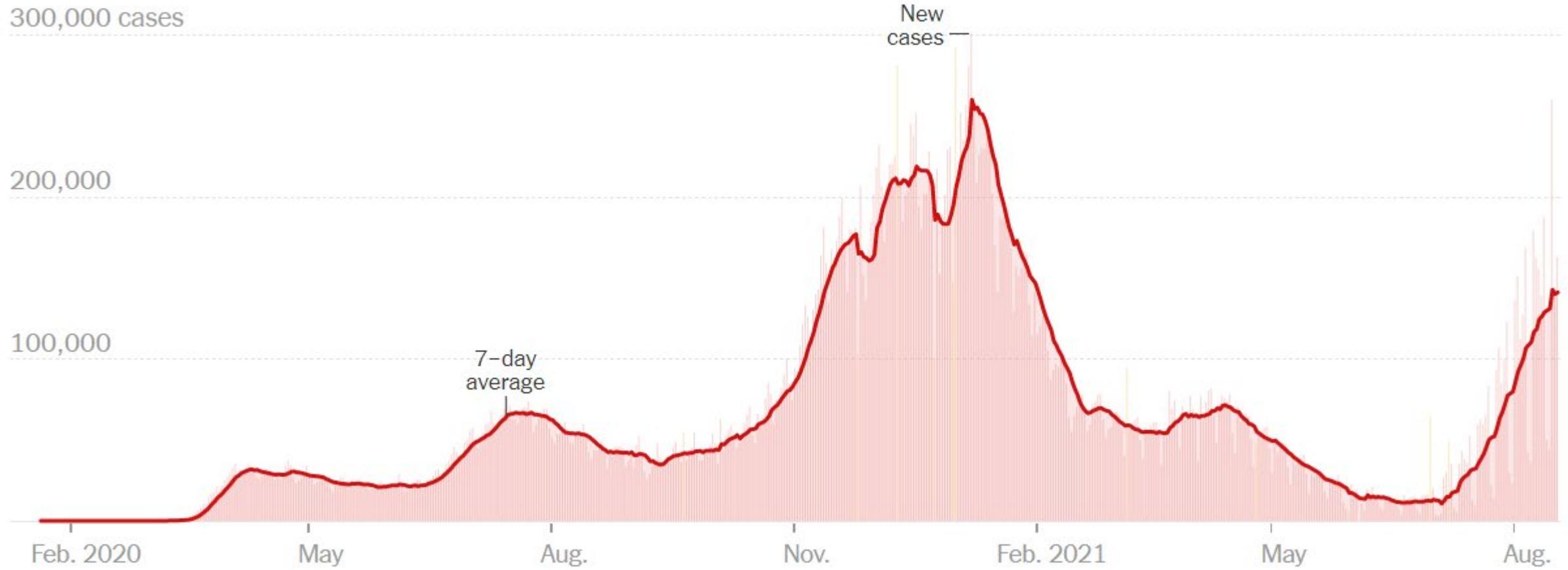
3. QUESTIONS

WHERE THE COUNTRY IS NOW

1

Coronavirus reemerges

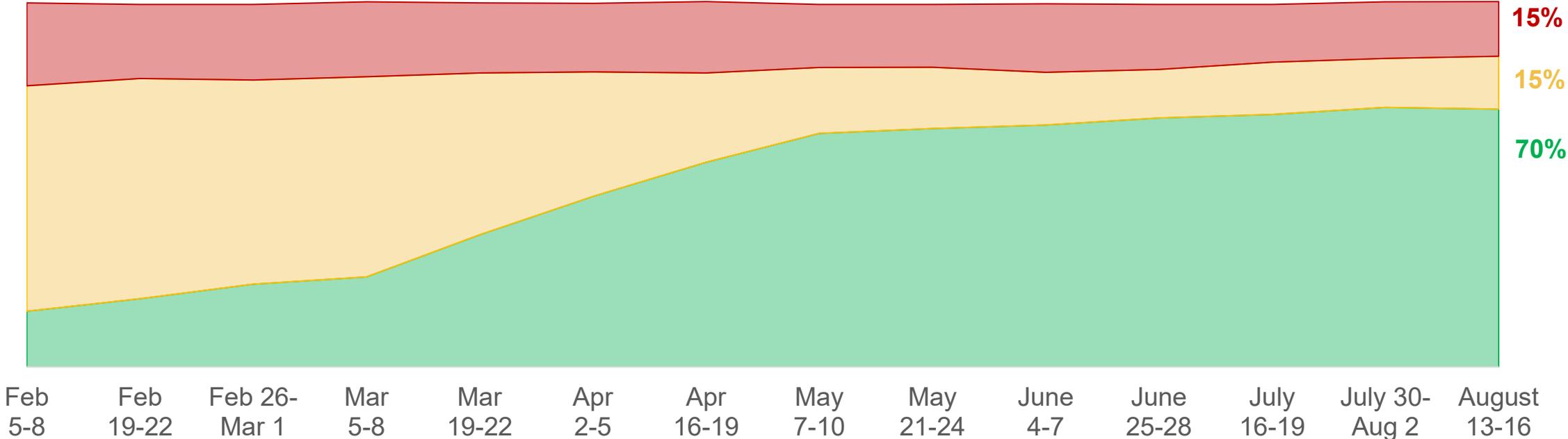
+37 million confirmed cases, +624,000 deaths



Vaccinations have plateaued

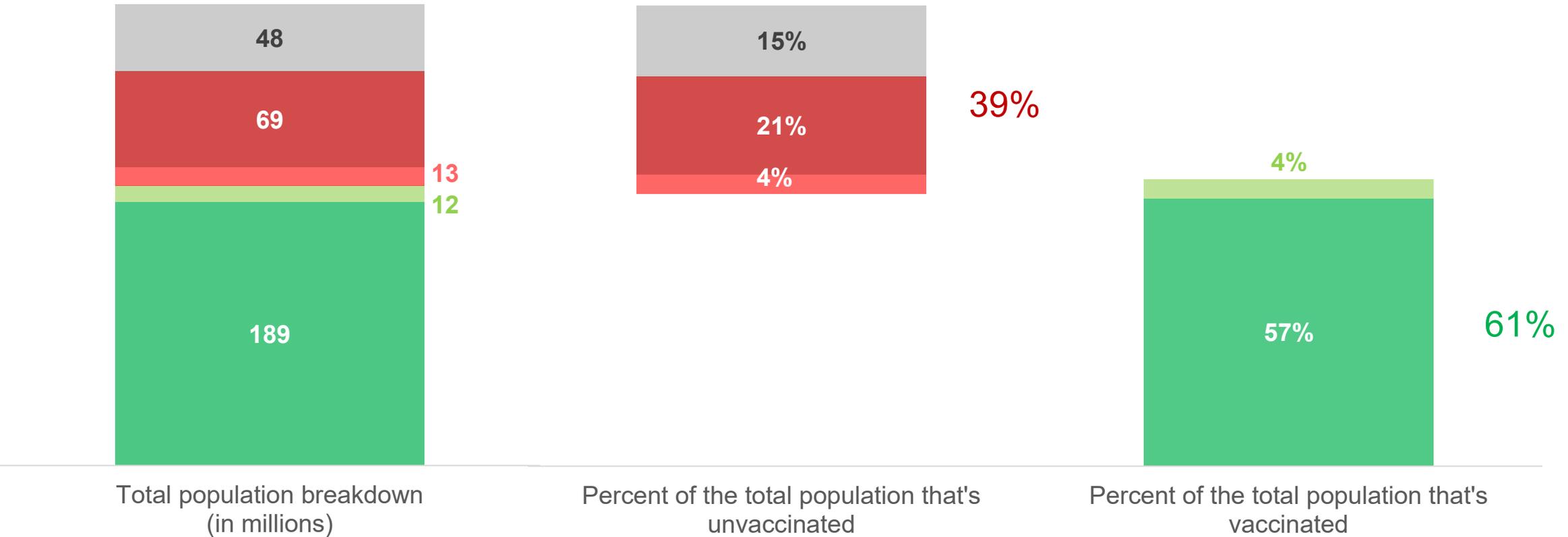
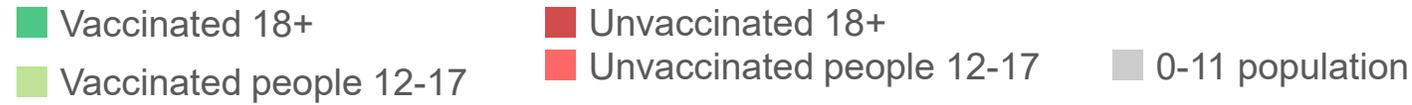
Breakdown of vaccine likelihood and vaccination status over time

- Vaccinated
- Might get vaccinated, but have not done so yet
- Not at all likely to get the vaccine



Substantial part of the population remains unvaccinated

How the vaccination rates translates to the total population*



* People are considered vaccinated when they receive at least one shot of a COVID-19 vaccine

© Ipsos Source: Total population numbers come from the 2020 Census and ChildStats.gov; Under 18 numbers are from 2019; Vaccination rate come from the CDC



ADAPATING TO DELTA

2

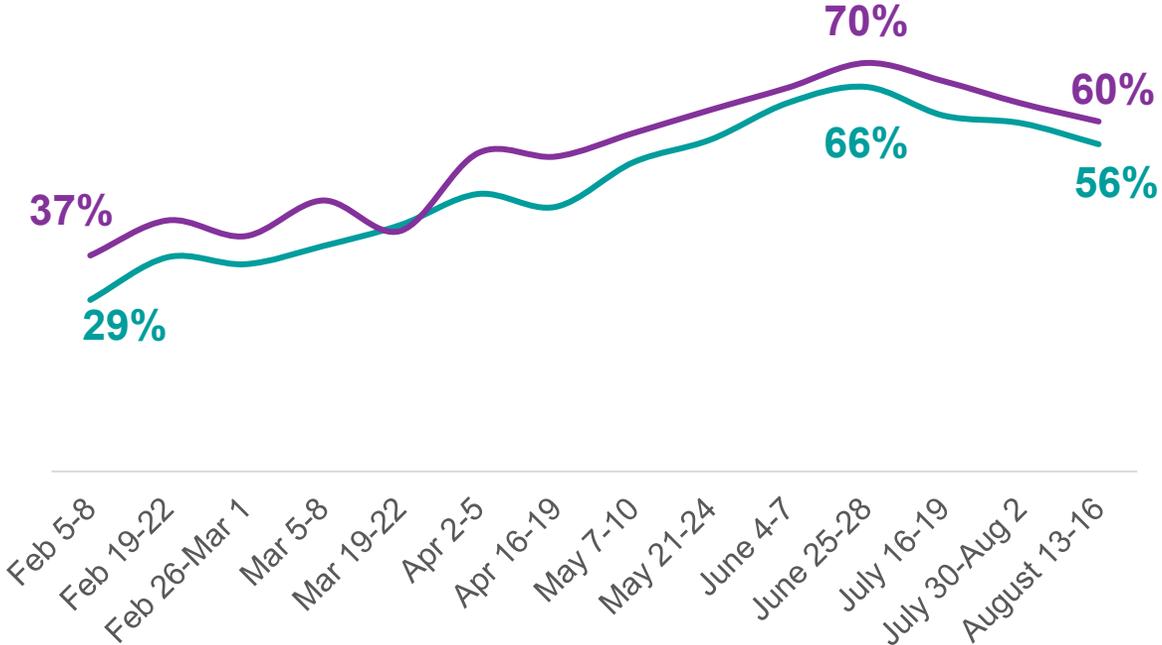
Out of home behavior tapers as Delta surges

How out of home behavior between vaccinated and unvaccinated Americans changed between Feb. 2021 and Aug. 2021

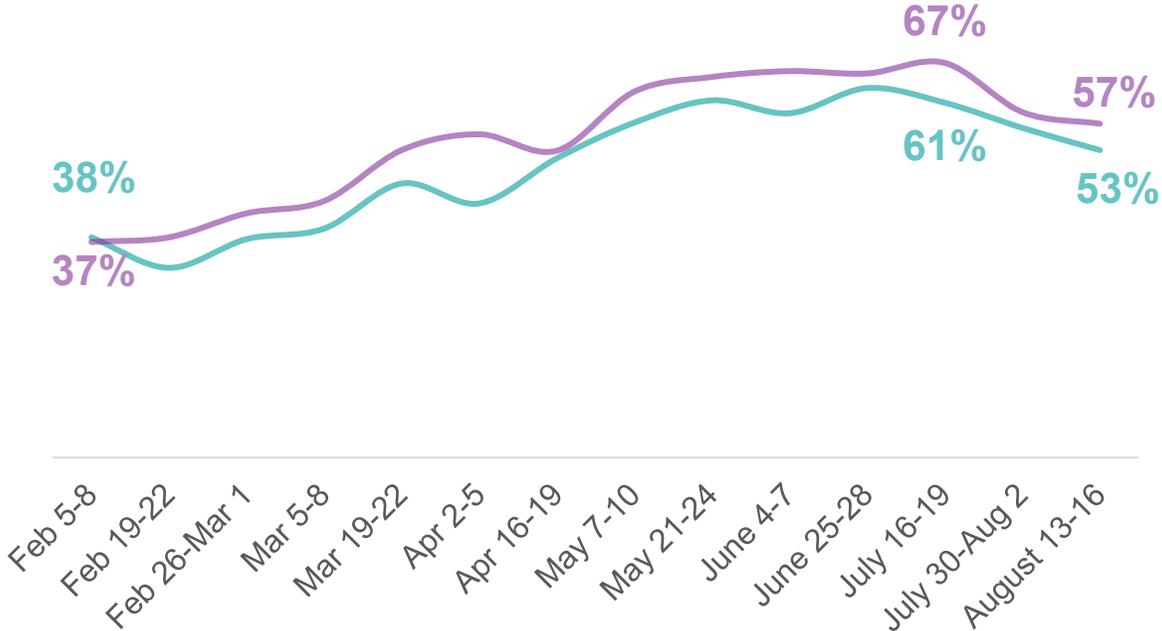
Percentage of Americans who have _____
in the last week

■ Gone out to eat ■ Visited friends or relatives

Vaccinated



Unvaccinated

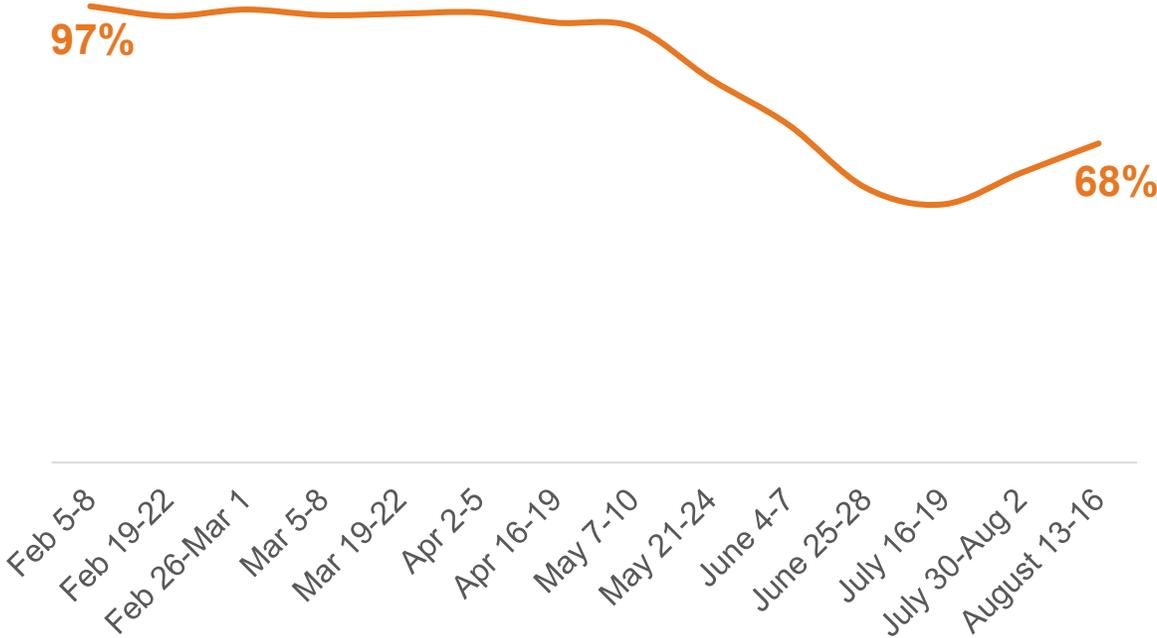


Mask use rebounds

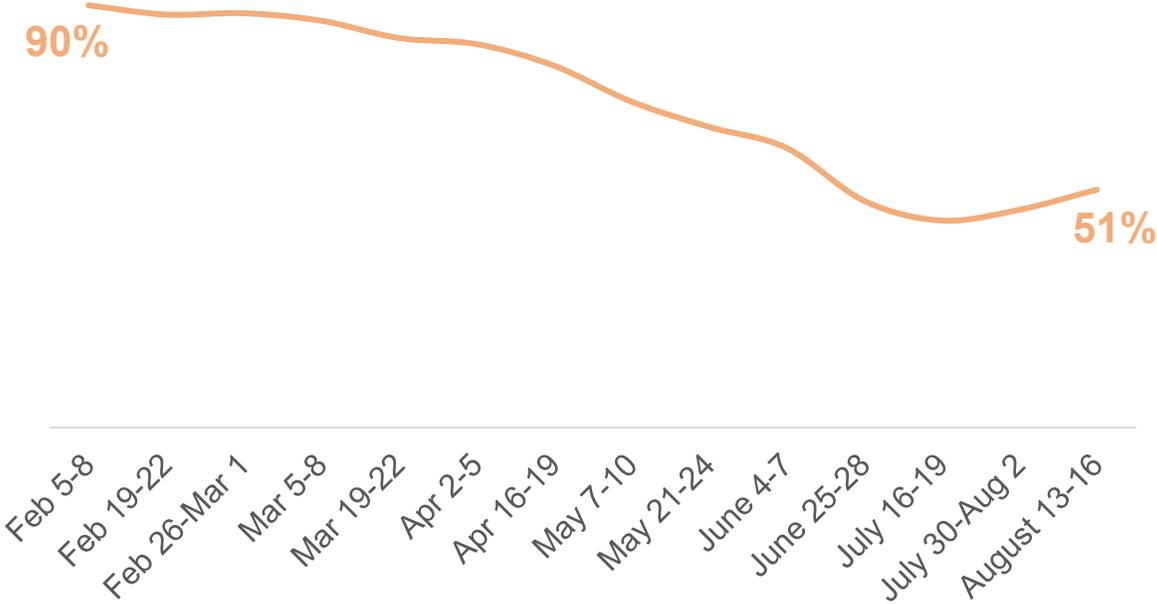
Percentage of Americans who have worn a mask outside the home sometimes or more in the last week

■ Worn a mask outside the home sometimes or more

Vaccinated

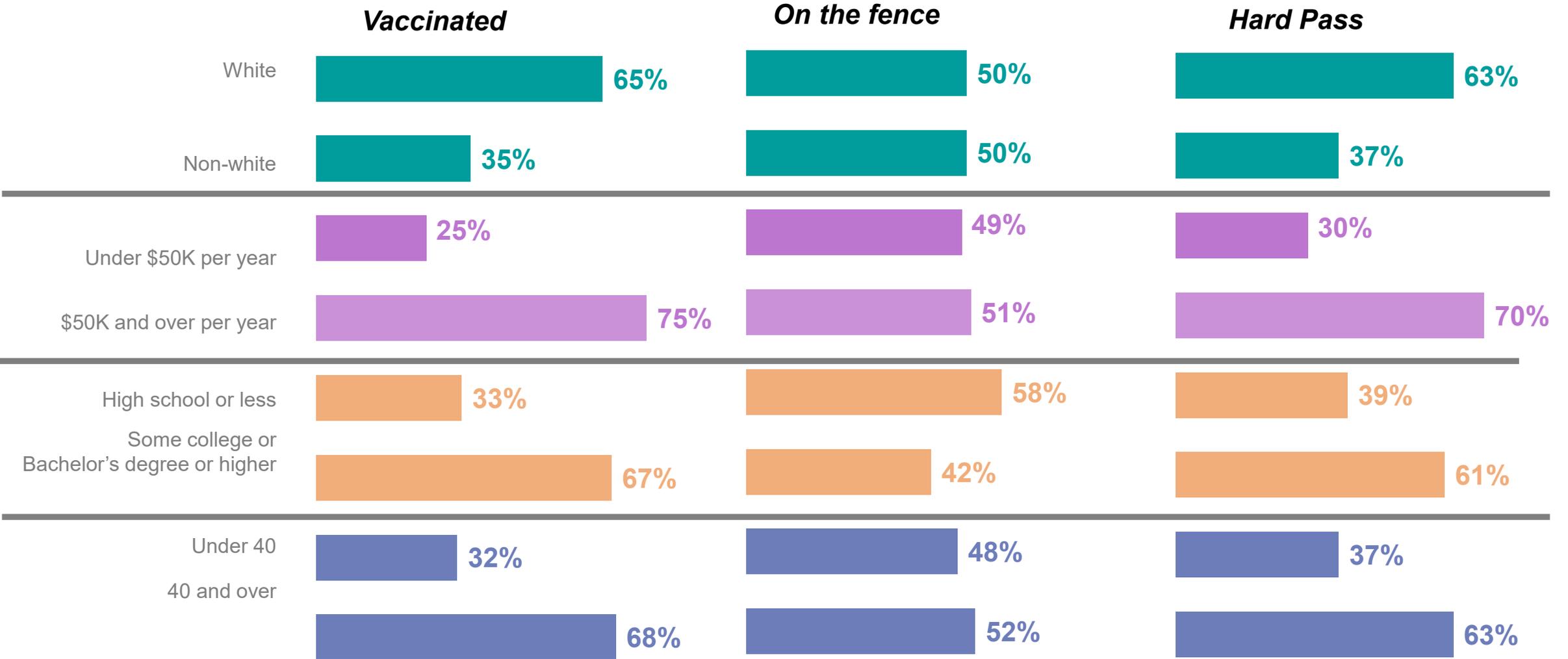


Unvaccinated



Who are the vaccinated and the unvaccinated?

Demographic profile of vaccinated Americans, people who are on the fence about the vaccine, and those who are not at all likely to get vaccinated

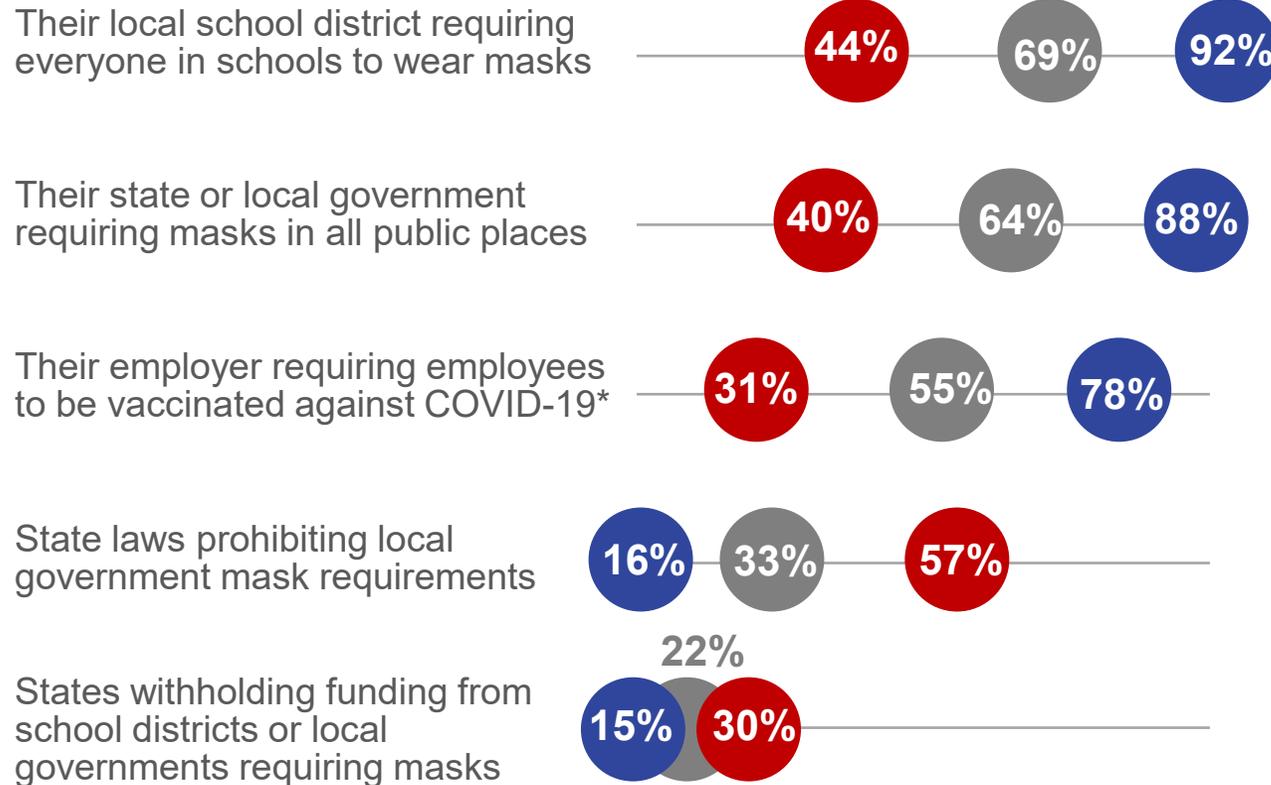


Most Americans support requiring masks in public places

However, few report experiencing employer or government mandates

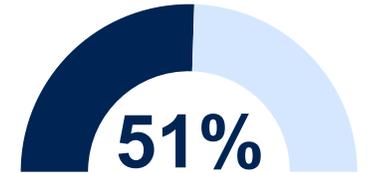
Percentage of Americans who *support*...

■ All Americans ■ Democrats ■ Republicans

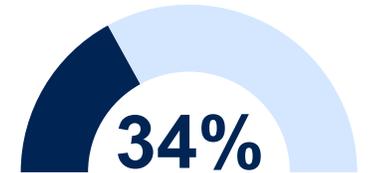


Percentage of Americans who have *experienced* _____ in the last few weeks

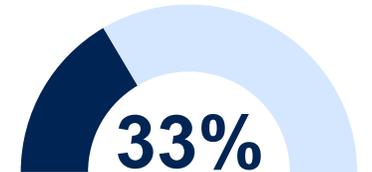
Their employer requiring all employees to wear a mask at work*



Their state or local government requiring employees to be vaccinated against COVID-19



Their state or local government requiring masks in all public places



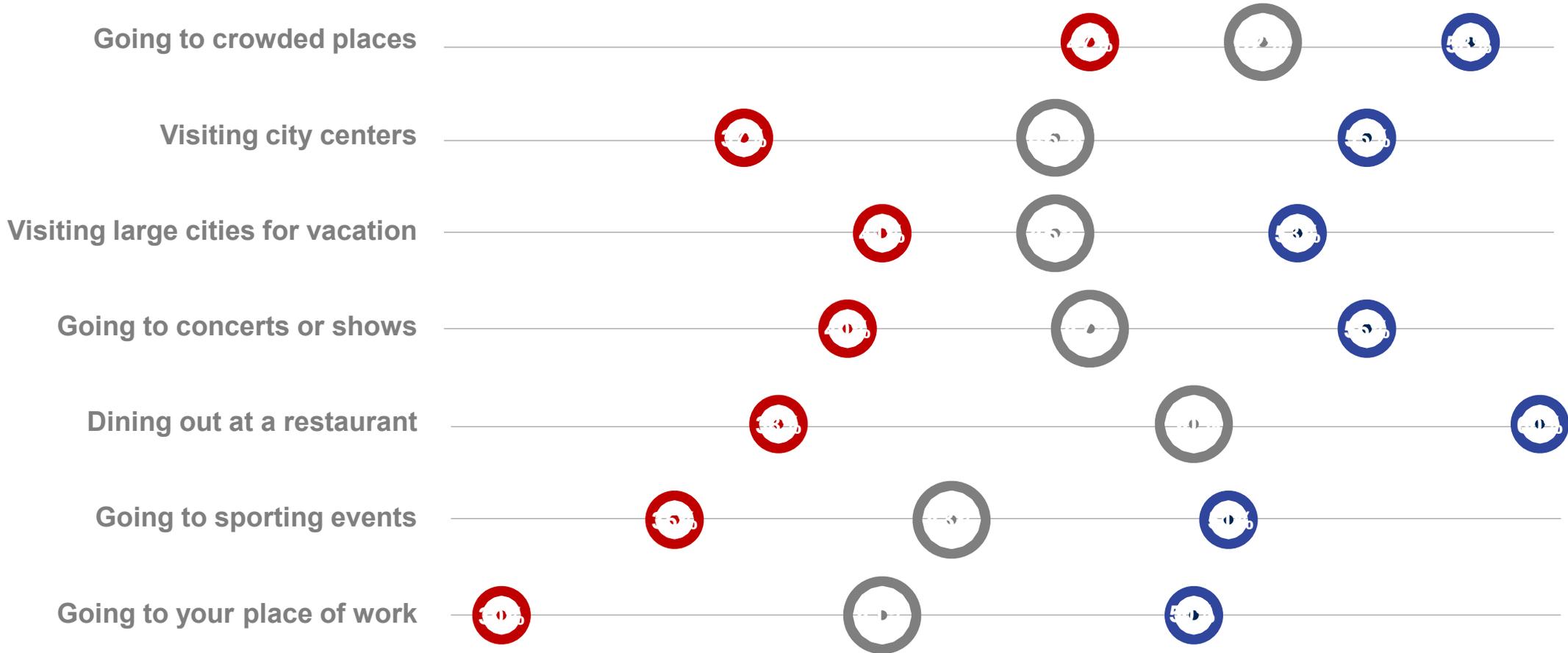
Their employer requiring employees to be vaccinated against COVID-19*



Partisans are split on their willingness to travel due to concerns about the Delta variant

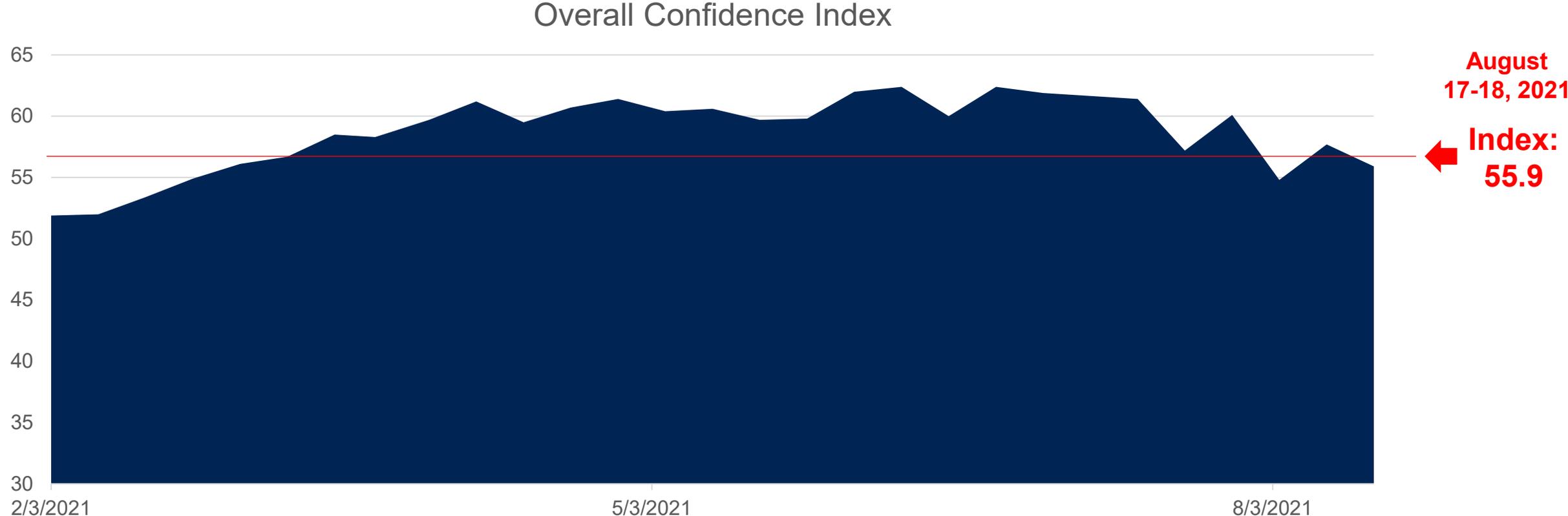
Percent less likely to do the following because of concerns about the Delta variant...

■ All Americans ■ Democrats ■ Republicans



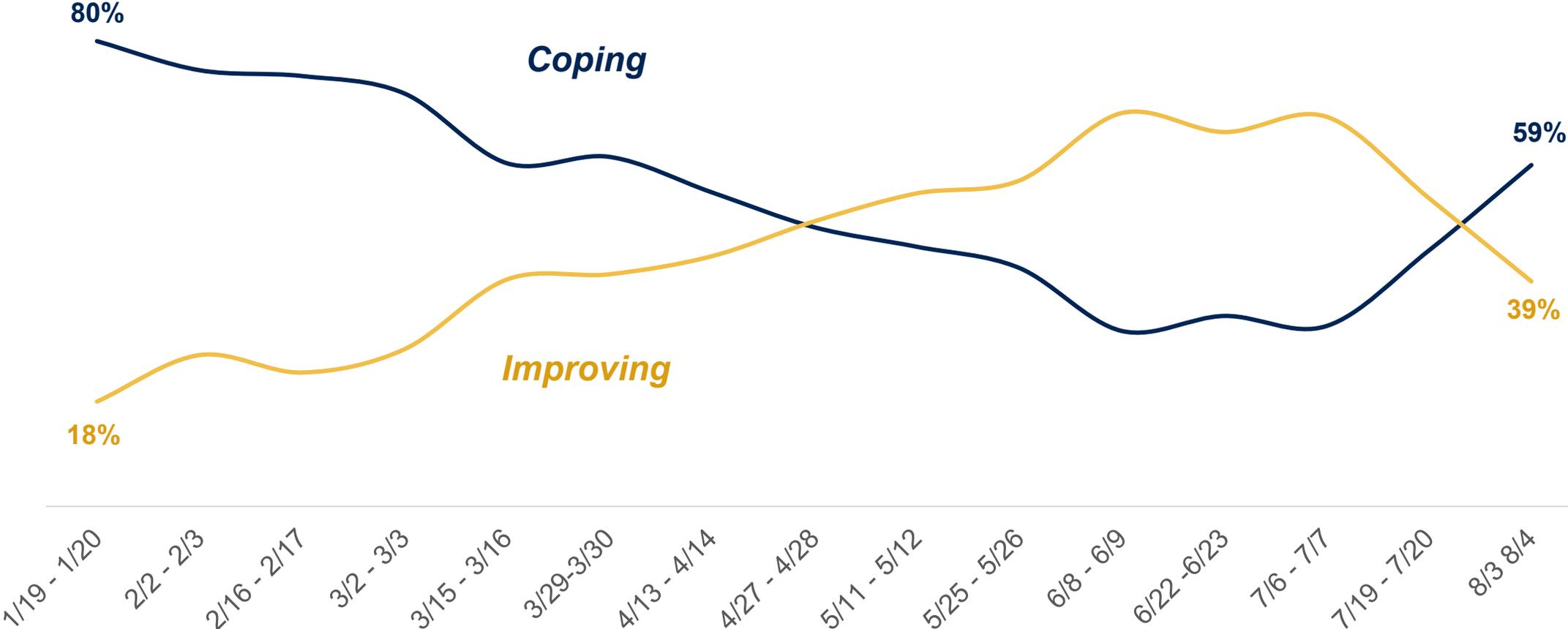
Throughout the summer, consumer confidence becomes volatile

At 55.9, the Overall Confidence Index falls 1.8 points, continuing a pattern of instability over the past month



American consumers return to a coping mindset

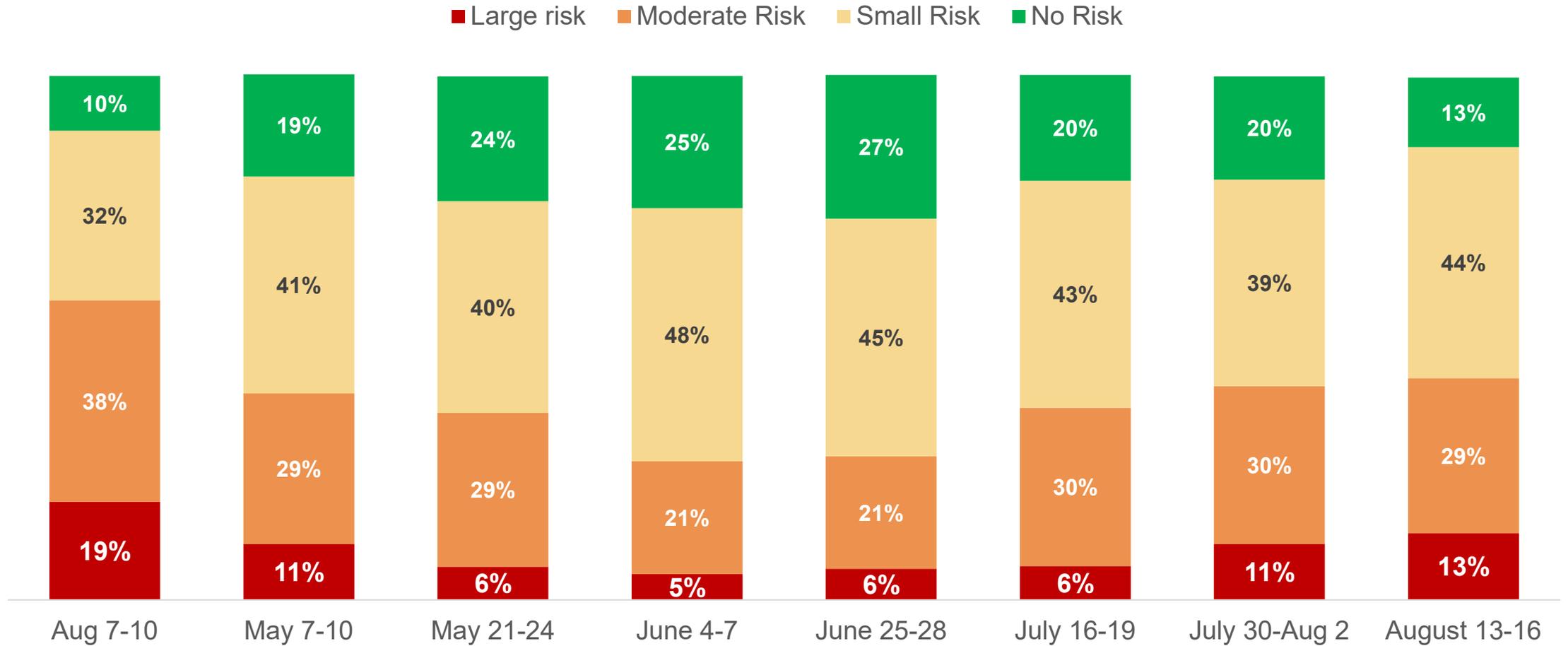
The Ipsos Pandemic Adaption Continuum overtime broken out by whether consumers' mental states are improving or coping



Return to office seems riskier now than earlier this summer

How much of a risk to your health and well-being do you think the following activities are right now?

Working indoors in an office



**ASK US
ANYTHING**