



TOPLINE & METHODOLOGY

Americans are split on their ability to maintain diets during holidays

Two in three feel young artists are taken advantage of and support increased protection for their creative properties

Washington, DC, November 24, 2021 – A recent Ipsos poll finds that Americans are split in half on their ability to maintain their diets while celebrating holidays. Dietary patterns generally have remained similar since May 2021. Long walks and hikes remain the top exercise done more than once a week by Americans. On another note, two in three feel that young and upcoming artists are often take advantage of by experienced industry businesspeople. A similar level of support is shown for increasing protection so artists retain control over their creative property. Restaurants are also the most frequented location outside the home by all Americans in 2021.

Detailed Findings

1. Americans are evenly split on their ability to maintain diets during holidays (50%).
 - Baby Boomers (61%) are more likely to maintain their dietary goals on holidays than Gen Z (49%). Two-thirds feel good about the quality (67%) and quantity (61%) of the food they eat during holidays. However, only one in three (37%) report eating healthy during these celebrations. Most Americans do not adjust their diet due to peer pressure, though Gen Z (15%) is more likely to compared to Baby Boomers (8%).
 - Dietary patterns generally have remained similar since May 2021. When looking at generations, Gen Z and Baby Boomers' opinions tend to vary the most from each other. For example, 71% of Baby Boomers agree that eating red meat is a part of the American way of life while just 47% of Gen Z says the same.
2. One in five (21%) take a long walk or hike more than once a week. This has remained the most popular exercise since April 2020 (25%). The next most popular activities are lifting weights (15%), meditating (14%), and running, biking, and swimming (13%).
3. Two in three feel that young artists (singer, songwriter, actor, etc.) are taken advantage of by experienced business people (64%) or industry executives (64%).
 - About the same (63%) feel there should be more protections for artists to maintain control over their creative properties. Most believe signing a contract should not allow an artist to lose all rights to their work or name.
4. Restaurants are the most frequented location by all Americans (74%) and generations in 2021, followed by movie theaters (25%) and bars (24%). Gen Z is most likely to have gone to a concert (20%), carnival (13%), or nightclub (9%) when compared to other generations. Millennials are least likely to have gone to any locations or events in 2021 (22%). Trade shows (4%) and auctions (2%) have the lowest attendance in 2021.

These are the findings of an Ipsos poll conducted between November 19-22, 2021. For this study, a sample of 1,019 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a margin of error of plus or minus 3.3 percentage points for all respondents.





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Ipsos Poll

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)

Interview dates: November 19 – November 22, 2021

Number of interviews: 1,019

Number of Gen Z (18-25) interviews: 96

Number of Millennial (26-39) interviews: 211

Number of Gen X (40-55) interviews: 244

Number of Baby Boomer (55+) interviews: 468

Margin of error: +/- 3.3 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

*NOTE: * = less than 0.5%, - = no respondents*

Annotated Questionnaire:

1. Which of the following options most closely describes your diet on a normal day?

	Total November 2021 (N=1019)	Total May 2021 (N=1018)	Gen Z (N=96)	Millennial (N=211)	Gen X (N=244)	Baby Boomer (N=468)
Eat meat, dairy, eggs, and plant-based foods	86%	89%	81%	89%	85%	87%
Eat seafood, plant-based foods and products derived from animals such as dairy or eggs, but not meat	6%	4%	7%	2%	8%	7%
Eat plant-based foods and products derived from animals such as dairy or eggs, but not meat or seafood	3%	3%	3%	4%	3%	2%
Eat plant-based foods, but not meat, seafood, or any products derived from animals	3%	2%	8%	3%	2%	1%
Eat plant-based foods and seafood but not meat, dairy, or eggs	1%	1%	-	1%	-	1%
Skipped	2%	1%	1%	2%	2%	1%



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2. To what extent do you agree or disagree with the following statements?

Total Agree Summary

	Total November 2021	<i>Total May 2021</i>	Gen Z	Millennial	Gen X	Baby Boomer
Eating red meat is part of the American way of life	58%	59%	47%	50%	53%	71%
People pushing to take meat off the menu are trying to control what Americans eat	50%	52%	47%	41%	46%	59%
The production of red meat is bad for the environment	29%	30%	35%	36%	28%	24%
Plant-based diets are better for personal health	35%	36%	34%	37%	34%	35%
Eating meat is ethical	42%	42%	42%	43%	37%	44%
Farm animals' living conditions are very important to me	57%	57%	58%	55%	54%	58%
It is easy to find meat-free options when dining out	42%	42%	31%	40%	41%	47%
I believe there is a movement in this country to ban meat	29%	26%	26%	18%	26%	38%

a. Eating red meat is part of the American way of life

	Total November 2021	<i>Total May 2021</i>	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	26%	24%	24%	24%	23%	31%
Somewhat agree	32%	34%	24%	26%	31%	40%
Neither agree nor disagree	30%	28%	33%	39%	35%	22%
Somewhat disagree	6%	6%	5%	8%	7%	4%
Strongly disagree	5%	6%	14%	3%	3%	4%
Skipped	1%	*	1%	1%	1%	1%
<i>Agree (net)</i>	58%	59%	47%	50%	53%	71%
<i>Disagree (net)</i>	10%	13%	19%	11%	10%	7%



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b. People pushing to take meat off the menu are trying to control what Americans eat

	Total November 2021	<i>Total May 2021</i>	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	27%	26%	26%	19%	29%	32%
Somewhat agree	23%	26%	21%	22%	17%	27%
Neither agree nor disagree	30%	28%	34%	33%	34%	26%
Somewhat disagree	9%	9%	7%	13%	9%	7%
Strongly disagree	10%	11%	11%	13%	9%	8%
Skipped	1%	1%	1%	1%	2%	1%
<i>Agree (net)</i>	50%	52%	47%	41%	46%	59%
<i>Disagree (net)</i>	19%	20%	18%	26%	19%	15%

c. The production of red meat is bad for the environment

	Total November 2021	<i>Total May 2021</i>	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	11%	12%	17%	13%	9%	8%
Somewhat agree	19%	18%	17%	23%	19%	16%
Neither agree nor disagree	37%	36%	37%	39%	38%	35%
Somewhat disagree	15%	15%	12%	13%	13%	18%
Strongly disagree	19%	18%	13%	13%	20%	23%
Skipped	1%	1%	3%	*	1%	*
<i>Agree (net)</i>	29%	30%	35%	36%	28%	24%
<i>Disagree (net)</i>	33%	33%	25%	25%	33%	41%

d. Plant-based diets are better for personal health

	Total November 2021	<i>Total May 2021</i>	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	11%	12%	6%	11%	13%	11%
Somewhat agree	24%	24%	28%	25%	21%	24%
Neither agree nor disagree	44%	42%	45%	41%	45%	45%
Somewhat disagree	11%	11%	8%	15%	11%	10%
Strongly disagree	9%	9%	11%	8%	9%	9%
Skipped	1%	1%	2%	*	1%	*
<i>Agree (net)</i>	35%	36%	34%	37%	34%	35%
<i>Disagree (net)</i>	20%	21%	19%	22%	20%	20%



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e. Eating meat is ethical

	Total November 2021	<i>Total May 2021</i>	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	24%	22%	22%	21%	24%	27%
Somewhat agree	18%	20%	20%	22%	13%	17%
Neither agree nor disagree	46%	47%	36%	47%	50%	46%
Somewhat disagree	7%	6%	11%	6%	8%	6%
Strongly disagree	5%	5%	10%	4%	3%	4%
Skipped	1%	1%	1%	*	1%	1%
<i>Agree (net)</i>	42%	42%	42%	43%	37%	44%
<i>Disagree (net)</i>	12%	11%	21%	10%	11%	10%

f. Farm animals' living conditions are very important to me

	Total November 2021	<i>Total May 2021</i>	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	21%	21%	20%	17%	22%	23%
Somewhat agree	36%	36%	39%	39%	32%	35%
Neither agree nor disagree	32%	29%	28%	33%	35%	30%
Somewhat disagree	6%	8%	6%	8%	6%	6%
Strongly disagree	5%	6%	5%	4%	4%	5%
Skipped	1%	*	3%	*	1%	1%
<i>Agree (net)</i>	57%	57%	58%	55%	54%	58%
<i>Disagree (net)</i>	11%	14%	11%	12%	10%	11%

g. It is easy to find meat-free options when dining out

	Total November 2021	<i>Total May 2021</i>	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	11%	11%	6%	9%	14%	13%
Somewhat agree	30%	31%	25%	31%	27%	34%
Neither agree nor disagree	36%	37%	34%	36%	35%	36%
Somewhat disagree	17%	15%	25%	19%	16%	13%
Strongly disagree	5%	6%	8%	5%	6%	4%
Skipped	1%	1%	1%	1%	2%	1%
<i>Agree (net)</i>	42%	42%	31%	40%	41%	47%
<i>Disagree (net)</i>	22%	21%	34%	24%	22%	17%

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h. I believe there is a movement in this country to ban meat

	Total November 2021	<i>Total May 2021</i>	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	10%	8%	5%	6%	12%	12%
Somewhat agree	19%	19%	20%	12%	15%	26%
Neither agree nor disagree	40%	38%	45%	37%	44%	37%
Somewhat disagree	16% ^{1q}	15%	14%	22%	16%	14%
Strongly disagree	14%	20%	15%	21%	13%	11%
Skipped	1%	1%	1%	1%	1%	1%
<i>Agree (net)</i>	29%	26%	26%	18%	26%	38%
<i>Disagree (net)</i>	31%	35%	29%	44%	29%	25%

3. In the last month, how often, if at all, have you done the following activities?

Total More than once a week Summary

	Total November 2021 (N=1,019)	<i>Total September 2021 (N=1,018)</i>	<i>Total April 2020* (N=1,005)</i>
Take long walks or hikes	21%	21%	25%
Lift weights or strength train	15%	13%	16%
Meditate or practice mindfulness	14%	11%	15%
Run, ride a bicycle (or stationary bike), or swim	13%	13%	17%
Circuit training, high-intensity interval training, or calisthenics	7%	7%	8%
Practice yoga, Pilates or barre	4%	4%	8%
Attend organized exercise or wellness classes	4%	3%	6%
Talk with a spiritual advisor, counselor, or therapist	2%	4%	6%
Play formal or informal organized sports	2%	3%	6%
Meet with a support group	1%	2%	4%

*April 2020 survey was conducted on Ipsos Omnibus online panel using "river" sampling.



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November 2021 Data; Total More than once a week Summary

	Total (N=1019)	Gen Z	Millennial	Gen X	Baby Boomer
Take long walks or hikes	21%	14%	18%	22%	24%
Lift weights or strength train	15%	14%	14%	17%	14%
Meditate or practice mindfulness	14%	14%	10%	14%	17%
Run, ride a bicycle (or stationary bike), or swim	13%	10%	13%	13%	13%
Circuit training, high-intensity interval training, or calisthenics	7%	9%	7%	9%	7%
Practice yoga, Pilates or barre	4%	2%	5%	4%	4%
Attend organized exercise or wellness classes	4%	4%	5%	3%	5%
Talk with a spiritual advisor, counselor, or therapist	2%	4%	1%	2%	1%
Play formal or informal organized sports	2%	3%	2%	2%	3%
Meet with a support group	1%	3%	*	*	2%

a. Take long walks or hikes

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Almost every day	10%	7%	7%	10%	12%
Several times a week	11%	7%	10%	13%	13%
About once a week	8%	12%	7%	7%	9%
Several times a month	11%	13%	15%	10%	9%
Only occasionally	30%	28%	31%	31%	28%
Never	28%	30%	26%	28%	29%
Don't know	2%	1%	4%	1%	*
Skipped	1%	2%	1%	1%	1%

b. Run, ride a bicycle (or stationary bike), or swim

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Almost every day	5%	4%	5%	4%	6%
Several times a week	8%	7%	8%	9%	7%
About once a week	4%	3%	3%	5%	3%
Several times a month	5%	5%	6%	4%	5%
Only occasionally	22%	34%	26%	19%	18%
Never	54%	43%	49%	57%	60%
Don't know	1%	3%	2%	1%	*
Skipped	1%	3%	1%	1%	1%



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c. Lift weights or strength train

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Almost every day	3%	5%	2%	3%	4%
Several times a week	11%	8%	11%	15%	11%
About once a month	5%	6%	6%	4%	4%
Several times a month	5%	9%	5%	2%	5%
Only occasionally	20%	19%	20%	24%	17%
Never	54%	47%	53%	50%	59%
Don't know	2%	3%	3%	1%	1%
Skipped	1%	2%	1%	1%	1%

d. Meditate or practice mindfulness

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Almost every day	7%	2%	4%	5%	11%
Several times a week	7%	12%	6%	8%	6%
About once a month	4%	6%	4%	4%	3%
Several times a month	4%	4%	6%	4%	3%
Only occasionally	20%	24%	21%	23%	16%
Never	55%	49%	54%	52%	59%
Don't know	2%	3%	3%	2%	1%
Skipped	1%	1%	1%	2%	1%

e. Circuit training, high-intensity interval training, or calisthenics

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Almost every day	2%	3%	-	2%	2%
Several times a week	6%	7%	7%	7%	4%
About once a month	3%	4%	4%	4%	2%
Several times a month	3%	6%	5%	2%	1%
Only occasionally	12%	13%	16%	13%	9%
Never	71%	64%	65%	69%	79%
Don't know	2%	2%	3%	1%	1%
Skipped	1%	1%	1%	1%	1%

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f. Practice yoga, Pilates or barre

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Almost every day	1%	-	1%	2%	2%
Several times a week	3%	2%	4%	2%	3%
About once a month	2%	3%	2%	2%	3%
Several times a month	3%	8%	3%	3%	2%
Only occasionally	10%	13%	13%	10%	7%
Never	78%	72%	76%	78%	83%
Don't know	2%	3%	3%	2%	*
Skipped	1%	-	*	1%	1%

g. Talk with a spiritual advisor, counselor, or therapist

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Almost every day	1%	1%	-	*	1%
Several times a week	1%	3%	1%	2%	*
About once a month	4%	11%	6%	2%	2%
Several times a month	3%	3%	6%	3%	2%
Only occasionally	12%	10%	12%	19%	8%
Never	76%	71%	72%	71%	84%
Don't know	2%	2%	3%	1%	1%
Skipped	1%	-	1%	2%	1%

h. Play formal or informal organized sports

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Almost every day	1%	1%	1%	1%	1%
Several times a week	2%	2%	1%	1%	2%
About once a month	3%	2%	5%	2%	2%
Several times a month	2%	5%	2%	1%	3%
Only occasionally	12%	12%	14%	15%	8%
Never	78%	71%	74%	78%	84%
Don't know	2%	4%	3%	1%	*
Skipped	1%	3%	1%	1%	1%

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i. Attend organized exercise or wellness classes

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Almost every day	*	-	*	*	1%
Several times a week	4%	4%	4%	3%	4%
About once a week	2%	5%	1%	2%	3%
Several times a month	2%	3%	3%	1%	2%
Only occasionally	8%	10%	7%	9%	8%
Never	81%	74%	82%	84%	82%
Don't know	1%	2%	2%	1%	-
Skipped	1%	1%	1%	1%	1%

j. Meet with a support group

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Almost every day	*	-	-	-	1%
Several times a week	1%	3%	*	*	2%
About once a week	2%	1%	2%	2%	3%
Several times a month	2%	2%	2%	2%	2%
Only occasionally	6%	6%	6%	7%	5%
Never	87%	85%	86%	85%	88%
Don't know	1%	1%	4%	2%	-
Skipped	1%	1%	1%	2%	1%

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4. To what extent do you agree or disagree with the following statements?

Total Agree Summary

	Total	Gen Z	Millennial	Gen X	Baby Boomer
I feel good about the quality of food I eat while observing a holiday	67%	64%	57%	63%	77%
I feel good about the quantity of food I eat while observing a holiday	61%	58%	54%	55%	70%
I am able to maintain my dietary goals while celebrating a holiday	50%	49%	38%	45%	61%
I eat healthy foods while observing holidays	37%	27%	24%	36%	49%
I choose to adjust my diet during the holidays	35%	31%	31%	38%	36%
I have to adjust my diet during the holidays due to the type of food served	25%	19%	24%	33%	23%
I have to adjust my diet during the holidays due to pressure to fit in with the people I'm celebrating with	11%	15%	13%	13%	8%

a. I am able to maintain my dietary goals while celebrating a holiday

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	19%	16%	15%	15%	25%
Somewhat agree	31%	33%	22%	30%	36%
Neither agree nor disagree	26%	34%	30%	26%	20%
Somewhat disagree	16%	8%	20%	20%	14%
Strongly disagree	7%	7%	11%	8%	5%
Skipped	1%	3%	1%	2%	1%
Agree (net)	50%	49%	38%	45%	61%
Disagree (net)	23%	15%	31%	27%	18%

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b. I eat healthy foods while observing holidays

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	10%	10%	6%	9%	14%
Somewhat agree	27%	17%	18%	27%	35%
Neither agree nor disagree	29%	35%	35%	28%	25%
Somewhat disagree	22%	16%	27%	23%	19%
Strongly disagree	11%	19%	13%	12%	7%
Skipped	1%	3%	1%	2%	1%
<i>Agree (net)</i>	<i>37%</i>	<i>27%</i>	<i>24%</i>	<i>36%</i>	<i>49%</i>
<i>Disagree (net)</i>	<i>33%</i>	<i>35%</i>	<i>40%</i>	<i>35%</i>	<i>26%</i>

c. I have to adjust my diet during the holidays due to the type of food served

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	5%	6%	4%	7%	4%
Somewhat agree	20%	13%	21%	26%	19%
Neither agree nor disagree	29%	31%	32%	26%	28%
Somewhat disagree	20%	17%	18%	18%	22%
Strongly disagree	26%	31%	25%	21%	27%
Skipped	1%	3%	1%	2%	1%
<i>Agree (net)</i>	<i>25%</i>	<i>19%</i>	<i>24%</i>	<i>33%</i>	<i>23%</i>
<i>Disagree (net)</i>	<i>45%</i>	<i>48%</i>	<i>43%</i>	<i>40%</i>	<i>49%</i>

d. I have to adjust my diet during the holidays due to pressure to fit in with the people I'm celebrating with

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	3%	7%	2%	3%	1%
Somewhat agree	8%	8%	10%	10%	7%
Neither agree nor disagree	23%	25%	22%	20%	24%
Somewhat disagree	22%	25%	24%	21%	20%
Strongly disagree	43%	34%	40%	44%	47%
Skipped	1%	3%	1%	2%	1%
<i>Agree (net)</i>	<i>11%</i>	<i>15%</i>	<i>13%</i>	<i>13%</i>	<i>8%</i>
<i>Disagree (net)</i>	<i>65%</i>	<i>58%</i>	<i>64%</i>	<i>65%</i>	<i>68%</i>

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e. I feel good about the quality of food I eat while observing a holiday

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	28%	21%	23%	30%	34%
Somewhat agree	39%	43%	34%	33%	43%
Neither agree nor disagree	19%	22%	24%	19%	15%
Somewhat disagree	10%	5%	13%	13%	7%
Strongly disagree	3%	6%	5%	3%	1%
Skipped	1%	3%	1%	2%	1%
Agree (net)	67%	64%	57%	63%	77%
Disagree (net)	13%	11%	18%	17%	8%

f. I feel good about the quantity of food I eat while observing a holiday

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	26%	23%	25%	21%	30%
Somewhat agree	35%	35%	29%	35%	40%
Neither agree nor disagree	20%	25%	26%	24%	12%
Somewhat disagree	14%	11%	16%	14%	14%
Strongly disagree	3%	3%	3%	5%	3%
Skipped	1%	3%	1%	2%	1%
Agree (net)	61%	58%	54%	55%	70%
Disagree (net)	18%	14%	19%	19%	17%

g. I choose to adjust my diet during the holidays

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	7%	5%	8%	9%	5%
Somewhat agree	28%	26%	23%	30%	31%
Neither agree nor disagree	30%	27%	31%	28%	32%
Somewhat disagree	15%	16%	17%	14%	13%
Strongly disagree	19%	23%	19%	18%	18%
Skipped	1%	3%	1%	2%	1%
Agree (net)	35%	31%	31%	38%	36%
Disagree (net)	34%	39%	37%	32%	31%

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5. To what extent do you agree or disagree with the following statements?

Total Agree Summary

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Experienced business people in the entertainment industry take advantage of the naivete of young and upcoming artists	64%	66%	66%	67%	61%
New artists (singer, song writer, actor, painter, etc.) are often taken advantage of by industry executives	64%	64%	65%	65%	62%
There should be more protection in place so artists (singer, song writer, actor, painter, etc.) don't lose control over their creative property	63%	59%	60%	69%	62%
An artist (singer, song writer, actor, painter, etc.) should be able to lose all rights to their work or their name by signing a contract	11%	11%	7%	10%	14%

a. An artist (singer, song writer, actor, painter, etc.) should be able to lose all rights to their work or their name by signing a contract

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	4%	7%	4%	6%	3%
Somewhat agree	7%	5%	2%	4%	11%
Neither agree nor disagree	31%	30%	30%	30%	33%
Somewhat disagree	20%	17%	23%	19%	19%
Strongly disagree	38%	42%	40%	40%	34%
Skipped	1%	-	1%	1%	*
<i>Agree (net)</i>	<i>11%</i>	<i>11%</i>	<i>7%</i>	<i>10%</i>	<i>14%</i>
<i>Disagree (net)</i>	<i>57%</i>	<i>59%</i>	<i>62%</i>	<i>59%</i>	<i>53%</i>

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- b. Experienced business people in the entertainment industry take advantage of the naivete of young and upcoming artists

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	32%	34%	34%	34%	28%
Somewhat agree	33%	31%	33%	34%	33%
Neither agree nor disagree	30%	27%	26%	28%	34%
Somewhat disagree	3%	3%	3%	3%	3%
Strongly disagree	3%	4%	4%	2%	2%
Skipped	1%	1%	1%	1%	*
Agree (net)	64%	66%	66%	67%	61%
Disagree (net)	5%	7%	7%	4%	5%

- c. New artists (singer, song writer, actor, painter, etc.) are often taken advantage of by industry executives

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	29%	30%	32%	32%	27%
Somewhat agree	34%	35%	34%	34%	35%
Neither agree nor disagree	30%	28%	27%	30%	34%
Somewhat disagree	3%	-	3%	2%	4%
Strongly disagree	2%	6%	4%	2%	1%
Skipped	1%	1%	1%	1%	*
Agree (net)	64%	64%	65%	65%	62%
Disagree (net)	5%	6%	8%	4%	4%

- d. There should be more protection in place so artists (singer, song writer, actor, painter, etc.) don't lose control over their creative property

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	34%	36%	35%	37%	33%
Somewhat agree	28%	23%	25%	33%	29%
Neither agree nor disagree	31%	35%	35%	24%	32%
Somewhat disagree	3%	4%	1%	4%	3%
Strongly disagree	3%	2%	4%	3%	2%
Skipped	1%	-	1%	1%	1%
Agree (net)	63%	59%	60%	69%	62%
Disagree (net)	6%	7%	5%	6%	5%

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6. Have you gone to any of the following locations/events in 2021? Select all that apply.

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Restaurant	74%	67%	71%	79%	76%
Movie theater	25%	31%	28%	30%	20%
Bar	24%	27%	27%	24%	22%
Sporting event	19%	22%	21%	17%	17%
Wedding	17%	21%	19%	16%	14%
Concert	13%	20%	11%	13%	12%
Amusement park	13%	18%	16%	17%	6%
Reunion	8%	9%	8%	5%	8%
Conference/Seminar	7%	8%	9%	9%	5%
Fundraising event	7%	4%	7%	7%	9%
Carnival	7%	13%	9%	6%	4%
Nightclub	5%	9%	6%	4%	4%
Trade show	4%	2%	5%	5%	3%
Auction	2%	4%	2%	1%	2%
None of these	19%	19%	22%	15%	20%
Skipped	*	-	-	1%	*



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About the Study

This Ipsos poll was conducted November 19 – 22, 2021, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,019 general population adults age 18 or older. The sample includes 96 respondents aged 18-25 (Gen Z), 211 respondents aged 26-39 (Millennial), 244 respondents aged 40-55 (Gen X), and 468 respondents aged 55+ (Baby Boomer).

The margin of sampling error is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.19. The margin of sampling error is higher and varies for results based on other sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, race/ethnicity by gender, race/ethnicity by age, and race/ethnicity by education. The demographic benchmarks came from the 2019 American Community Survey (ACS) except for the metropolitan status, which is not available from the 1-year ACS data, were obtained from the 2020 March Supplement of the Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–25, 26–39, 40-54 and 55+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Latinx, Asian, Other)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West) by Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Gender (Male, Female)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Age (18-44, 45+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Education (Some College or less, Bachelor and beyond)





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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.

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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