



# PUBLIC POLL FINDINGS AND METHODOLOGY

## Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, December 9, 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
<b>12/7-8, 2022 (N=1,118)</b>	22%	6%	16%	32%	42%	23%	19%	4%
<b>11/9-10, 2022 (N=1,115)</b>	17%	7%	11%	33%	47%	25%	22%	3%
<b>10/25-26, 2022 (N=1,120)</b>	23%	8%	15%	34%	40%	22%	19%	3%
<b>10/11-12, 2022 (N=1,120)</b>	21%	7%	14%	33%	41%	23%	18%	4%
<b>9/27-28, 2022 (N=1,120)</b>	21%	7%	15%	34%	42%	22%	20%	3%
<b>9/13-14, 2022 (N=1,118)</b>	25%	10%	15%	31%	41%	23%	18%	2%
<b>8/30-31, 2022 (N=1,110)</b>	23%	8%	15%	32%	42%	24%	18%	2%
<b>8/16-17, 2022 (N=1,120)</b>	23%	9%	14%	34%	41%	21%	20%	2%
<b>8/2-3, 2022 (N=1,119)</b>	23%	11%	13%	35%	39%	21%	17%	3%
<b>7/19-20, 2022 (N=1,120)</b>	25%	9%	15%	33%	40%	21%	19%	3%
<b>6/22-23, 2022 (N=1,117)</b>	25%	10%	15%	34%	38%	19%	9%	3%
<b>6/7-8, 2022 (N=1,117)</b>	23%	9%	14%	35%	40%	20%	21%	2%
<b>5/24-25, 2022 (N=1,120)</b>	22%	8%	14%	36%	39%	20%	19%	2%
<b>5/10-11, 2022 (N=1,120)</b>	27%	9%	18%	31%	40%	21%	19%	2%
<b>4/26-27, 2022 (N=1,136)</b>	23%	10%	14%	32%	41%	22%	19%	4%
<b>4/12-13, 2022 (N=1,165)</b>	24%	9%	15%	33%	41%	22%	19%	2%
<b>3/29-30, 2022 (N=1,152)</b>	24%	10%	15%	31%	41%	24%	18%	3%
<b>3/15-16, 2022 (N=1,154)</b>	27%	12%	15%	29%	41%	21%	20%	3%
<b>3/1-2, 2022 (N=1,154)</b>	27%	11%	16%	33%	37%	19%	18%	2%
<b>2/15-16, 2022 (N=1,156)</b>	26%	10%	17%	34%	37%	21%	17%	3%
<b>2/1-3, 2022 (N=2,010)</b>	29%	11%	18%	35%	34%	20%	14%	2%
<b>1/18-19, 2022 (N=1,158)</b>	35%	15%	20%	35%	28%	14%	14%	2%



# 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
1/4-5, 2022 (N=1,158)	35%	13%	22%	32%	30%	17%	13%	3%
12/7-8, 2021 (N=1,160)	30%	12%	17%	33%	34%	20%	14%	3%
11/22-23, 2021 (N=1,162)	21%	9%	12%	34%	42%	23%	20%	2%
11/9-10, 2021 (N=1,160)	24%	9%	15%	33%	22%	22%	19%	3%
10/26-27, 2021 (N=1,160)	26%	12%	14%	34%	37%	22%	15%	3%
10/12-13, 2021 (N=1,174)	29%	10%	18%	33%	36%	20%	15%	3%
9/28-29, 2021 (N=1,173)	27%	11%	16%	34%	37%	20%	17%	2%
9/14-15, 2021 (N=1,177)	30%	12%	18%	31%	36%	21%	15%	2%
8/31-9/1, 2021 (N= 1,166)	29%	12%	17%	35%	34%	19%	15%	1%
8/18-19, 2021 (N=1,177)	28%	12%	16%	36%	33%	18%	15%	3%
8/3-4, 2021 (N=1,174)	28%	11%	16%	33%	36%	19%	17%	3%
7/20-21, 2021 (N=1,137)	25%	12%	13%	30%	43%	22%	22%	2%
7/6-7, 2021 (N=1,179)	19%	8%	11%	29%	50%	24%	25%	2%
6/22-23, 2021 (N=1,176)	18%	7%	11%	27%	53%	26%	27%	2%
6/8-9, 2021 (N=1,177)	17%	6%	11%	28%	54%	27%	26%	2%
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%



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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>2/2-3, 2021 (N=1,115)</b>	35%	13%	22%	34%	29%	16%	14%	1%
<b>1/20-21, 2021 (N=1,115)</b>	41%	18%	23%	34%	25%	15%	10%	1%
<b>12/9-10, 2020 (N=1,112)</b>	39%	17%	22%	34%	25%	15%	10%	1%
<b>11/24-25, 2020 (N=1,114)</b>	40%	18%	21%	36%	23%	14%	9%	2%
<b>11/10-11, 2020 (N=1,113)</b>	40%	16%	23%	33%	25%	15%	11%	2%
<b>10/27-28, 2020 (N=1,115)</b>	38%	17%	20%	34%	27%	16%	11%	2%
<b>10/13-14, 2020 (N=1,114)</b>	36%	16%	21%	33%	29%	17%	12%	1%
<b>9/29-30, 2020 (N=1,115)</b>	35%	16%	18%	34%	30%	17%	13%	2%
<b>9/15-16, 2020 (N=1,113)</b>	36%	18%	18%	33%	29%	16%	12%	1%
<b>9/1-2, 2020 (N=1,113)</b>	33%	14%	19%	33%	32%	19%	14%	1%
<b>8/18-19, 2020 (N=1115)</b>	34%	14%	20%	37%	28%	17%	11%	1%
<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
<b>12/7-8, 2022</b>	3%	7%	9%	16%	2%	9%	29%	24%
<b>11/9-10, 2022</b>	3%	6%	6%	16%	3%	9%	29%	28%
<b>10/25-26, 2022</b>	3%	8%	8%	14%	3%	12%	27%	25%
<b>10/11-12, 2022</b>	2%	7%	11%	14%	3%	13%	26%	24%
<b>9/27-28, 2022</b>	2%	6%	7%	16%	3%	11%	29%	25%
<b>9/13-14, 2022</b>	3%	6%	8%	18%	2%	12%	27%	24%
<b>8/30-31, 2022</b>	3%	6%	8%	18%	3%	9%	29%	24%
<b>8/16-17, 2022</b>	3%	6%	11%	21%	2%	9%	27%	21%
<b>8/2-3, 2022</b>	3%	6%	13%	19%	3%	10%	25%	20%
<b>7/19-20, 2022</b>	4%	9%	12%	18%	2%	9%	26%	22%
<b>6/22-23, 2022</b>	4%	8%	10%	18%	4%	13%	23%	21%
<b>6/7-8, 2022</b>	3%	7%	12%	18%	3%	11%	25%	21%
<b>5/24-25, 2022</b>	3%	9%	10%	17%	3%	11%	23%	23%
<b>5/10-11, 2022</b>	5%	8%	12%	17%	3%	13%	23%	19%
<b>4/26-27, 2022</b>	5%	6%	9%	19%	4%	13%	25%	21%
<b>4/12-13, 2022</b>	3%	8%	10%	18%	5%	15%	21%	19%
<b>3/29-30, 2022</b>	3%	8%	8%	21%	4%	12%	24%	20%
<b>3/15-16, 2022</b>	6%	5%	12%	16%	8%	15%	20%	18%
<b>3/1-2, 2022</b>	3%	8%	10%	21%	12%	12%	18%	15%
<b>2/15-16, 2022</b>	5%	5%	14%	24%	8%	12%	19%	12%
<b>2/1-3, 2022</b>	2%	8%	16%	32%	4%	10%	18%	10%
<b>1/18-19, 2022</b>	2%	12%	23%	32%	2%	7%	15%	8%
<b>1/4-5, 2022</b>	2%	12%	24%	26%	2%	9%	15%	10%
<b>12/7-8, 2021</b>	3%	11%	15%	27%	1%	12%	18%	13%
<b>11/22-23, 2021</b>	4%	5%	16%	25%	4%	12%	22%	13%
<b>11/9-10, 2021</b>	3%	6%	13%	24%	4%	14%	23%	13%
<b>10/26-27, 2021</b>	3%	7%	15%	29%	3%	14%	19%	10%
<b>10/12-13, 2021</b>	2%	7%	17%	28%	2%	15%	18%	10%
<b>9/28-29, 2021</b>	2%	7%	17%	32%	2%	11%	18%	10%
<b>9/14-15, 2021</b>	2%	9%	20%	30%	2%	12%	17%	8%
<b>8/31-9/1, 2021</b>	1%	12%	21%	28%	2%	9%	17%	9%
<b>8/18-19, 2021</b>	3%	14%	24%	25%	2%	9%	15%	8%
<b>8/3-4, 2021</b>	3%	11%	22%	22%	2%	13%	17%	10%
<b>7/20-21, 2021</b>	6%	8%	11%	18%	3%	18%	21%	15%



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2. There are often several phases or stages that people go through when times are hard. Which one of the following phases do you feel best describes your current situation regarding the COVID-19 pandemic? (*Continued*)

	The pandemic has not reached my area, and so far there are no restrictions	I am getting ready for possible new restrictions, preparing, and stockpiling supplies where possible	I am reacting day-by-day to the restrictions and establishing new routines	I have adapted to the restrictions and settled into new routines	It seems restrictions will soon be lifted in my area	I am starting to do some things again that used to be restricted	I am doing most of the things I used to do pre-COVID	I feel the pandemic is behind me and am moving on with life
7/6-7, 2021	3%	4%	8%	16%	4%	23%	26%	17%
6/22-23, 2021	2%	4%	9%	16%	7%	21%	24%	16%
6/8-9, 2021	2%	4%	8%	15%	12%	23%	22%	15%
5/25-26, 2021	4%	6%	10%	20%	14%	19%	16%	10%
5/11-12, 2021	3%	5%	11%	23%	12%	18%	14%	13%
4/27-28, 2021	3%	6%	9%	29%	10%	18%	16%	9%
4/13-14, 2021	3%	7%	11%	31%	8%	17%	14%	9%
3/30-31, 2021	2%	7%	13%	36%	11%	15%	8%	9%
3/15-16, 2021	3%	8%	10%	36%	15%	13%	10%	6%
3/2-3, 2021	3%	5%	15%	47%	8%	9%	10%	4%
2/17-18, 2021	2%	7%	18%	46%	5%	7%	10%	5%
2/2-3, 2021	1%	6%	17%	48%	5%	8%	10%	5%
1/20-21, 2021	2%	8%	20%	49%	2%	4%	10%	3%
12/9-10, 2020	3%	16%	20%	44%	1%	3%	9%	3%
11/24-25, 2020	2%	19%	24%	37%	1%	4%	9%	3%
11/10-11, 2020	4%	16%	20%	41%	2%	6%	7%	4%
10/27-28, 2020	4%	13%	17%	41%	3%	9%	8%	4%
10/13-14, 2020	3%	11%	17%	40%	4%	11%	9%	4%
9/29-30, 2020	5%	10%	13%	39%	5%	12%	10%	5%
9/15-16, 2020	3%	7%	16%	42%	6%	11%	9%	5%
9/1-2, 2020	3%	7%	14%	43%	6%	13%	9%	4%
8/18-19, 2020	2%	9%	20%	42%	5%	13%	7%	3%
8/4-5, 2020	2%	9%	21%	42%	3%	11%	9%	3%
7/21-22, 2020	3%	11%	20%	38%	4%	12%	8%	4%
6/23-24, 2020	3%	7%	17%	33%	9%	18%	9%	4%
6/8-9, 2020	3%	5%	15%	27%	21%	10%	6%	3%
5/28-29, 2020	2%	5%	13%	37%	18%	13%	8%	4%
5/14-15, 2020	2%	5%	16%	33%	22%	10%	7%	5%
5/4-5, 2020	2%	6%	18%	41%	17%	5%	8%	3%
4/27-28, 2020	2%	5%	17%	41%	N/A	N/A	N/A	4%



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3. When it comes to planning for the future after the COVID-19 pandemic, which of the following best describes you?

	I'm stuck about what to do next	I have a lot of uncertainty	I have some uncertainty	I have no uncertainty
12/7-8, 2022	5%	18%	44%	33%
11/9-10 2022	5%	17%	41%	37%
10/25-26, 2022	7%	20%	45%	28%
10/11-12, 2022	5%	19%	42%	34%
9/27-28, 2022	6%	17%	43%	33%
9/13-14, 2022	5%	18%	45%	32%
8/30-31, 2022	4%	19%	46%	30%
8/16-17, 2022	6%	19%	44%	32%
8/2-3, 2022	6%	22%	46%	26%
7/19-20, 2022	6%	18%	46%	30%
6/22-23, 2022	8%	22%	42%	28%
6/7-8, 2022	7%	19%	45%	30%
5/24-25, 2022	11%	17%	44%	29%
5/10-11, 2022	8%	23%	41%	29%
4/26-27, 2022	7%	21%	42%	30%
4/12-13, 2022	9%	17%	44%	31%
3/29-30, 2022	7%	18%	48%	27%
3/15-16, 2022	9%	22%	42%	27%
3/1-2, 2022	8%	18%	47%	27%
2/15-16, 2022	9%	20%	44%	26%
2/1-3, 2022	9%	23%	44%	24%
1/18-19, 2022	11%	27%	40%	21%
1/4-5, 2022	10%	27%	43%	20%
12/7-8, 2021	8%	20%	47%	24%
11/22-23, 2021	7%	21%	46%	26%
11/9-10, 2021	7%	21%	46%	27%
10/26-27, 2021	10%	21%	46%	23%
10/12-13, 2021	7%	23%	47%	23%
9/28-29, 2021	8%	22%	47%	22%
9/14-15, 2021	7%	26%	45%	22%
8/31-9/1, 2021	6%	23%	48%	23%
8/18-19, 2021	8%	23%	48%	21%
8/3-4, 2021	8%	23%	47%	22%
7/20-21, 2021	9%	17%	47%	28%
7/6-7, 2021	6%	14%	49%	30%
6/22-23, 2021	6%	17%	47%	29%
6/8-9, 2021	7%	16%	50%	27%
5/25-26, 2021	9%	20%	49%	23%
5/11-12, 2021	9%	18%	47%	26%
4/27-28, 2021	8%	18%	53%	21%
4/13-14, 2021	9%	19%	49%	23%
3/30-31, 2021	9%	23%	48%	20%
3/15-16, 2021	10%	21%	49%	20%
3/2-3, 2021	9%	24%	52%	16%
2/17-18, 2021	10%	26%	46%	18%





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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>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%
<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
12/7-8, 2022	4%	8%	27%	23%	39%
11/9-10 2022	4%	8%	28%	22%	38%
10/25-26, 2022	4%	9%	27%	27%	34%
10/11-12, 2022	4%	9%	29%	25%	33%
9/27-28, 2022	3%	8%	26%	26%	36%
9/13-14, 2022	5%	9%	29%	25%	33%
8/30-31, 2022	4%	8%	32%	24%	31%
8/16-17, 2022	5%	9%	29%	23%	34%
8/2-3, 2022	6%	9%	30%	25%	30%
7/19-20, 2022	5%	8%	29%	25%	33%
6/22-23, 2022	8%	10%	33%	23%	26%
6/7-8, 2022	5%	9%	30%	25%	32%
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%







## PUBLIC POLL FINDINGS AND METHODOLOGY

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
<b>2/17-18, 2021</b>	5%	17%	44%	21%	12%
<b>2/2-3, 2021</b>	6%	14%	44%	23%	12%
<b>1/20-21, 2021</b>	7%	15%	43%	23%	12%
<b>12/9-10, 2020</b>	6%	18%	44%	21%	11%
<b>11/24-25, 2020</b>	6%	16%	44%	23%	10%
<b>11/10-11, 2020</b>	8%	18%	41%	22%	11%
<b>10/27-28, 2020</b>	8%	15%	45%	21%	11%
<b>10/13-14, 2020</b>	7%	17%	44%	22%	10%
<b>9/29-30, 2020</b>	8%	17%	43%	21%	11%
<b>9/15-16, 2020</b>	7%	16%	42%	23%	12%
<b>9/1-2, 2020</b>	7%	16%	45%	22%	9%
<b>8/18-19, 2020</b>	7%	15%	48%	20%	11%
<b>8/4-5, 2020</b>	6%	15%	47%	21%	11%
<b>7/21-22, 2020</b>	7%	15%	47%	22%	9%
<b>6/23-24, 2020</b>	6%	15%	44%	23%	12%
<b>6/8-9, 2020</b>	6%	13%	45%	24%	12%
<b>5/28-29, 2020</b>	5%	16%	43%	24%	12%
<b>5/14-15, 2020</b>	8%	19%	41%	21%	12%
<b>5/4-5, 2020</b>	8%	19%	44%	20%	10%

5. Are you vaccinated against COVID-19? If yes, are you partially vaccinated, fully vaccinated, or fully vaccinated plus at least one booster?

	Yes, partially vaccinated	Yes, fully vaccinated	Yes, fully vaccinated plus at least one 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
<b>12/7-8, 2022</b>	1%	17%	63%	4%	15%	81%
<b>11/9-10, 2022</b>	1%	18%	63%	5%	13%	82%
<b>10/25-26, 2022</b>	1%	19%	60%	7%	13%	80%
<b>10/11-12, 2022</b>	1%	19%	60%	7%	13%	80%
<b>9/27-28, 2022</b>	1%	19%	60%	7%	13%	80%
<b>9/13-14, 2022</b>	1%	19%	58%	8%	14%	78%
<b>8/30-31, 2022</b>	1%	19%	58%	8%	14%	78%
<b>8/16-17, 2022</b>	2%	19%	55%	8%	16%	76%
<b>8/2-3, 2022</b>	2%	19%	55%	8%	16%	76%
<b>7/19-20, 2022</b>	2%	19%	55%	8%	16%	76%





## PUBLIC POLL FINDINGS AND METHODOLOGY

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

	Always	Often	Sometimes	Rarely	Never
<b>12/7-8, 2022</b>	13%	12%	25%	26%	24%
<b>11/9-10, 2022</b>	10%	14%	23%	27%	27%
<b>10/25-26, 2022</b>	14%	16%	22%	25%	23%
<b>10/11-12, 2022</b>	15%	12%	23%	27%	23%
<b>9/27-28, 2022</b>	17%	11%	24%	26%	21%
<b>9/13-14, 2022</b>	18%	14%	20%	26%	21%
<b>8/30-31, 2022</b>	17%	14%	22%	27%	21%
<b>8/16-17, 2022</b>	18%	14%	25%	22%	21%
<b>8/2-3, 2022</b>	20%	15%	23%	23%	20%
<b>7/19-20, 2022</b>	15%	15%	21%	24%	25%
<b>6/22-23, 2022</b>	17%	16%	24%	23%	19%
<b>6/7-8, 2022</b>	19%	13%	25%	21%	23%
<b>5/24-25, 2022</b>	22%	18%	20%	17%	24%
<b>5/10-11, 2022</b>	22%	17%	23%	18%	19%
<b>4/26-27, 2022</b>	19%	18%	23%	21%	19%
<b>4/12-13, 2022</b>	26%	18%	23%	16%	17%
<b>3/29-30, 2022</b>	31%	17%	19%	18%	14%

7. Thinking about the prices you have paid for gasoline in recent weeks, do they generally seem higher, lower, or about the same as in the start of this year?

	10/11-12, 2022	10/25-26, 2022	12/7-8, 2022
Much higher	34%	31%	23%
Somewhat higher	29%	31%	23%
About the same	18%	15%	19%
Somewhat lower	9%	12%	22%
Much lower	2%	2%	5%
Not applicable	4%	5%	4%
Don't know	5%	4%	4%
<b>Higher (Net)</b>	<b>63%</b>	<b>62%</b>	<b>46%</b>
<b>Lower (Net)</b>	<b>11%</b>	<b>14%</b>	<b>27%</b>

8. How comfortable or uncomfortable do you feel with your personal economic situation today?

	10/26-27, 2021	11/9-10, 2022	12/7-8, 2022
Very comfortable	12%	13%	9%
Somewhat comfortable	30%	23%	21%
Neither comfortable nor uncomfortable	27%	27%	28%
Somewhat uncomfortable	20%	22%	27%
Very uncomfortable	12%	15%	15%
<b>Comfortable (Net)</b>	<b>42%</b>	<b>36%</b>	<b>30%</b>
<b>Uncomfortable (Net)</b>	<b>32%</b>	<b>38%</b>	<b>43%</b>



## PUBLIC POLL FINDINGS AND METHODOLOGY

9. How much of your holiday shopping is left, if any?

	<b>12/7-8, 2022</b>
A lot	28%
A little	40%
None, it's all done	17%
I do not do any holiday shopping	15%

10. When you think about your holiday shopping this year, how much do you agree or disagree with the following statements?

Agree Summary Table

	<b>12/7-8, 2021</b>	<b>12/7-8, 2022</b>
I trust large businesses to be able to fulfill my orders even with shortages	60%	63%
I'm shopping as I normally did before the pandemic	59%	63%
I trust small businesses to be able to fulfill my orders even with shortages	59%	54%
I'm shopping online from large retailers more than in previous years	52%	50%
I'm shopping online from small businesses more than in previous years	43%	41%
I'm shopping in person from small businesses more than in previous years	43%	39%
I'm shopping in person from large retailers more than in previous years	33%	38%
I'm worried about not getting some gifts on time	41%	34%
I've already experienced shipping delays for gifts I've purchased	41%	33%

a. I trust small businesses to be able to fulfill my orders even with shortages

	<b>12/7-8, 2021</b>	<b>12/7-8, 2022</b>
Strongly agree	16%	12%
Somewhat agree	42%	41%
Somewhat disagree	20%	20%
Strongly disagree	7%	7%
Don't know/Not applicable	14%	19%
<i>Agree (Net)</i>	<i>59%</i>	<i>54%</i>
<i>Disagree (Net)</i>	<i>27%</i>	<i>27%</i>





## PUBLIC POLL FINDINGS AND METHODOLOGY

10. When you think about your holiday shopping this year, how much do you agree or disagree with the following? (*Continued*)

b. I trust large businesses to be able to fulfill my orders even with shortages

	<b>12/7-8, 2021</b>	<b>12/7-8, 2022</b>
Strongly agree	15%	19%
Somewhat agree	45%	44%
Somewhat disagree	21%	17%
Strongly disagree	7%	5%
Don't know/Not applicable	12%	16%
<i>Agree (Net)</i>	<i>60%</i>	<i>63%</i>
<i>Disagree (Net)</i>	<i>28%</i>	<i>22%</i>

c. I'm shopping online from small businesses more than in previous years

	<b>12/7-8, 2021</b>	<b>12/7-8, 2022</b>
Strongly agree	13%	13%
Somewhat agree	31%	28%
Somewhat disagree	29%	29%
Strongly disagree	11%	13%
Don't know/Not applicable	16%	16%
<i>Agree (Net)</i>	<i>43%</i>	<i>41%</i>
<i>Disagree (Net)</i>	<i>40%</i>	<i>42%</i>

d. I'm shopping in person from small businesses more than in previous years

	<b>12/7-8, 2021</b>	<b>12/7-8, 2022</b>
Strongly agree	11%	11%
Somewhat agree	33%	28%
Somewhat disagree	30%	31%
Strongly disagree	14%	14%
Don't know/Not applicable	14%	15%
<i>Agree (Net)</i>	<i>43%</i>	<i>39%</i>
<i>Disagree (Net)</i>	<i>43%</i>	<i>45%</i>



10. When you think about your holiday shopping this year, how much do you agree or disagree with the following? *(Continued)*

e. I'm shopping online from large retailers more than in previous years

	<b>12/7-8, 2021</b>	<b>12/7-8, 2022</b>
Strongly agree	17%	16%
Somewhat agree	35%	34%
Somewhat disagree	24%	26%
Strongly disagree	12%	12%
Don't know/Not applicable	12%	12%
<i>Agree (Net)</i>	<i>52%</i>	<i>50%</i>
<i>Disagree (Net)</i>	<i>36%</i>	<i>38%</i>

f. I'm shopping in person from large retailers more than in previous years

	<b>12/7-8, 2021</b>	<b>12/7-8, 2022</b>
Strongly agree	10%	12%
Somewhat agree	22%	26%
Somewhat disagree	37%	33%
Strongly disagree	21%	16%
Don't know/Not applicable	10%	13%
<i>Agree (Net)</i>	<i>33%</i>	<i>38%</i>
<i>Disagree (Net)</i>	<i>58%</i>	<i>49%</i>

g. I've already experienced shipping delays for gifts I've purchased

	<b>12/7-8, 2021</b>	<b>12/7-8, 2022</b>
Strongly agree	14%	12%
Somewhat agree	26%	21%
Somewhat disagree	23%	23%
Strongly disagree	19%	25%
Don't know/Not applicable	18%	19%
<i>Agree (Net)</i>	<i>41%</i>	<i>33%</i>
<i>Disagree (Net)</i>	<i>42%</i>	<i>48%</i>

h. I'm worried about not getting some gifts on time

	<b>12/7-8, 2021</b>	<b>12/7-8, 2022</b>
Strongly agree	11%	11%
Somewhat agree	30%	23%
Somewhat disagree	28%	25%
Strongly disagree	18%	25%
Don't know/Not applicable	13%	16%
<i>Agree (Net)</i>	<i>41%</i>	<i>34%</i>
<i>Disagree (Net)</i>	<i>46%</i>	<i>50%</i>



## PUBLIC POLL FINDINGS AND METHODOLOGY

10. When you think about your holiday shopping this year, how much do you agree or disagree with the following? (*Continued*)

i. I'm shopping as I normally did before the pandemic

	<b>12/7-8, 2021</b>	<b>12/7-8, 2022</b>
Strongly agree	21%	24%
Somewhat agree	37%	39%
Somewhat disagree	25%	18%
Strongly disagree	11%	10%
Don't know/Not applicable	5%	8%
<i>Agree (Net)</i>	<i>59%</i>	<i>63%</i>
<i>Disagree (Net)</i>	<i>37%</i>	<i>28%</i>

11. Which of the following best describes your travel plans for the upcoming winter holidays?

	<b>12/7-8, 2021</b>	<b>12/7-8, 2022</b>
I plan to stay home with only people in my household	22%	22%
I plan to stay home and host friends and/or family from outside my household	15%	21%
I plan to travel locally to celebrate with friends and/or family	19%	17%
I plan to travel by car, outside of my local area, to celebrate with friends and/or family	15%	13%
I plan to travel by plane to celebrate with friends and/or family	6%	7%
I don't plan to celebrate at all	8%	7%
I don't know what my plans are yet	15%	13%





## PUBLIC POLL FINDINGS AND METHODOLOGY

12. Thinking back over the last 12 months, how would you rate how this year went for each of the following, on a scale from 1 to 10, where 1 means it was not good at all, and 10 means it was an extremely good year? You can use any number from 1-10.

### Mean Summary

	12/9-10, 2020	12/7-8, 2021	12/7-8, 2022
My job	N/A	6.2	6.5
My immediate family	5.2	5.9	6.3
My community	4.5	5.6	6.0
Me personally	5.1	5.7	5.9
My state	4.0	5.3	5.7
The country	3.4	4.3	4.8

### a. My immediate family

	12/9-10, 2020	12/7-8, 2021	12/7-8, 2022
1 – not a good year at all	8%	5%	3%
2	5%	2%	2%
3	7%	6%	3%
4	13%	10%	9%
5	23%	17%	16%
6	13%	18%	15%
7	15%	17%	16%
8	8%	13%	16%
9	4%	6%	8%
10 – an extremely good year	3%	4%	6%
Don't know/not applicable	2%	3%	4%
1-3 (Net)	20%	12%	9%
8-10 (Net)	14%	23%	30%
Mean	5.2	5.9	6.3





## PUBLIC POLL FINDINGS AND METHODOLOGY

12. Thinking back over the last 12 months, how would you rate how this year went for each of the following, on a scale from 1 to 10, where 1 means it was not good at all, and 10 means it was an extremely good year? You can use any number from 1-10. (Continued)

b. Me personally

	12/9-10, 2020	12/7-8, 2021	12/7-8, 2022
1 – not a good year at all	10%	8%	8%
2	4%	3%	3%
3	9%	7%	5%
4	13%	9%	8%
5	19%	16%	16%
6	14%	17%	14%
7	16%	16%	16%
8	8%	11%	15%
9	3%	6%	6%
10 – an extremely good year	3%	5%	7%
Don't know/not applicable	1%	2%	3%
1-3 (Net)	23%	18%	16%
8-10 (Net)	14%	22%	28%
Mean	5.1	5.7	5.9

c. My job

	12/7-8, 2021 (N=620)	12/7-8, 2022 (N=515)
1 – not a good year at all	4%	5%
2	2%	1%
3	5%	3%
4	7%	4%
5	17%	16%
6	16%	16%
7	15%	16%
8	17%	18%
9	7%	7%
10 – an extremely good year	7%	10%
Don't know/not applicable	2%	3%
1-3 (Net)	12%	10%
8-10 (Net)	31%	35%
Mean	6.2	6.5





12. Thinking back over the last 12 months, how would you rate how this year went for each of the following, on a scale from 1 to 10, where 1 means it was not good at all, and 10 means it was an extremely good year? You can use any number from 1-10. *(Continued)*

d. My community

	<b>12/9-10, 2020</b>	<b>12/7-8, 2021</b>	<b>12/7-8, 2022</b>
1 – not a good year at all	12%	4%	3%
2	5%	3%	1%
3	12%	6%	4%
4	18%	9%	8%
5	21%	20%	22%
6	13%	23%	17%
7	9%	15%	17%
8	4%	7%	13%
9	2%	3%	4%
10 – an extremely good year	2%	3%	3%
Don't know/not applicable	2%	6%	7%
<i>1-3 (Net)</i>	<i>30%</i>	<i>13%</i>	<i>8%</i>
<i>8-10 (Net)</i>	<i>8%</i>	<i>13%</i>	<i>21%</i>
<i>Mean</i>	<i>4.5</i>	<i>5.6</i>	<i>6.0</i>

e. My state

	<b>12/9-10, 2020</b>	<b>12/7-8, 2021</b>	<b>12/7-8, 2022</b>
1 – not a good year at all	19%	7%	4%
2	9%	5%	2%
3	15%	8%	7%
4	15%	10%	11%
5	17%	21%	19%
6	10%	19%	17%
7	5%	12%	17%
8	4%	9%	10%
9	1%	3%	3%
10 – an extremely good year	2%	3%	4%
Don't know/not applicable	2%	4%	6%
<i>1-3 (Net)</i>	<i>43%</i>	<i>20%</i>	<i>13%</i>
<i>8-10 (Net)</i>	<i>7%</i>	<i>141%</i>	<i>17%</i>
<i>Mean</i>	<i>4.0</i>	<i>5.3</i>	<i>5.7</i>



## PUBLIC POLL FINDINGS AND METHODOLOGY

12. Thinking back over the last 12 months, how would you rate how this year went for each of the following, on a scale from 1 to 10, where 1 means it was not good at all, and 10 means it was an extremely good year? You can use any number from 1-10. (Continued)

f. The country

	12/9-10, 2020	12/7-8, 2021	12/7-8, 2022
1 – not a good year at all	28%	18%	12%
2	14%	7%	6%
3	15%	12%	10%
4	13%	13%	12%
5	12%	19%	19%
6	7%	13%	15%
7	4%	7%	9%
8	2%	4%	6%
9	2%	2%	3%
10 – an extremely good year	2%	2%	3%
Don't know/not applicable	1%	3%	4%
1-3 (Net)	58%	36%	28%
8-10 (Net)	5%	9%	12%
Mean	3.4	4.3	4.8

13. Now that the midterm elections are over, are you more or less confident in each of the following?\*

\*\*NOTE: Prior to wave 66, question was asked as "Now that Joe Biden is the president-elect, are you more or less confident in each of the following?"

Confident Summary Table

	9/29-30, 2020	10/27-28, 2020	11/10-11, 2020	12/7-8, 2022
Returning to normal life	43%	42%	42%	33%
Taking a coronavirus vaccine, once it is available	-	38%	39%	33%
Businesses in your community reopening	-	38%	34%	32%
Schools in your community reopening	-	35%	30%	32%
Your family's future well being	43%	45%	45%	24%
Freedom of speech	41%	43%	38%	24%
The future of small businesses	41%	41%	38%	23%
Paying your bills	30%	31%	27%	23%
The ability to grow your savings	34%	35%	31%	22%
Bringing the country together	-	49%	50%	21%
Corporations becoming more socially responsible	37%	38%	33%	21%
The integrity of social media companies	29%	29%	25%	14%





## PUBLIC POLL FINDINGS AND METHODOLOGY

13. Now that the midterm elections are over, are you more or less confident in each of the following? (*continued*)

a. Your family's future well being

	9/29-30, 2020	10/27- 28, 2020	11/10- 11, 2020	12/7-8, 2022
More confident	43%	45%	45%	24%
Makes no difference	17%	17%	21%	40%
Less confident	32%	30%	27%	24%
Don't know	8%	8%	7%	13%

b. Paying your bills

	9/29-30, 2020	10/27- 28, 2020	11/10- 11, 2020	12/7-8, 2022
More confident	30%	31%	27%	23%
Makes no difference	35%	38%	48%	45%
Less confident	24%	24%	18%	23%
Don't know	10%	7%	7%	8%

c. The integrity of social media companies

	9/29-30, 2020	10/27- 28, 2020	11/10- 11, 2020	12/7-8, 2022
More confident	29%	29%	25%	14%
Makes no difference	31%	32%	37%	35%
Less confident	26%	27%	26%	38%
Don't know	14%	12%	13%	13%

d. The ability to grow your savings

	9/29-30, 2020	10/27- 28, 2020	11/10- 11, 2020	12/7-8, 2022
More confident	34%	35%	31%	22%
Makes no difference	25%	25%	32%	31%
Less confident	30%	31%	26%	36%
Don't know	12%	9%	11%	11%

e. Freedom of speech

	9/29-30, 2020	10/27- 28, 2020	11/10- 11, 2020	12/7-8, 2022
More confident	41%	43%	38%	24%
Makes no difference	21%	23%	29%	36%
Less confident	29%	26%	25%	29%
Don't know	9%	8%	7%	11%





## PUBLIC POLL FINDINGS AND METHODOLOGY

13. Now that the midterm elections are over, are you more or less confident in each of the following? (*continued*)

f. Returning to normal life

	9/29-30, 2020	10/27- 28, 2020	11/10- 11, 2020	12/7-8, 2022
More confident	43%	42%	42%	33%
Makes no difference	17%	20%	20%	35%
Less confident	31%	29%	29%	21%
Don't know	9%	8%	10%	11%

g. Corporations becoming more socially responsible

	9/29-30, 2020	10/27- 28, 2020	11/10- 11, 2020	12/7-8, 2022
More confident	37%	38%	33%	21%
Makes no difference	24%	24%	32%	38%
Less confident	25%	25%	22%	24%
Don't know	14%	12%	13%	17%

h. The future of small businesses

	9/29-30, 2020	10/27- 28, 2020	11/10- 11, 2020	12/7-8, 2022
More confident	41%	41%	38%	23%
Makes no difference	16%	19%	19%	33%
Less confident	31%	31%	32%	26%
Don't know	12%	9%	11%	18%

i. Taking a coronavirus vaccine, once it is available

	10/27- 28, 2020	11/10- 11, 2020	12/7-8, 2022
More confident	38%	39%	33%
Makes no difference	30%	31%	43%
Less confident	22%	19%	12%
Don't know	11%	10%	12%

j. Bringing the country together

	10/27- 28, 2020	11/10- 11, 2020	12/7-8, 2022
More confident	49%	50%	21%
Makes no difference	14%	17%	27%
Less confident	30%	26%	40%
Don't know	7%	8%	12%





## PUBLIC POLL FINDINGS AND METHODOLOGY

13. Now that the midterm elections are over, are you more or less confident in each of the following? *(continued)*

k. Businesses in your community reopening

	10/27-28, 2020	11/10-11, 2020	12/7-8, 2022
More confident	38%	34%	32%
Makes no difference	21%	25%	39%
Less confident	30%	29%	15%
Don't know	11%	11%	13%

l. Schools in your community reopening

	10/27-28, 2020	11/10-11, 2020	12/7-8, 2022
More confident	35%	30%	32%
Makes no difference	26%	31%	44%
Less confident	28%	27%	9%
Don't know	11%	12%	15%

14. Thinking ahead to 2023, how do you think next year will rate for each of the following, on a scale from 1 to 10, where 1 means it will not be good at all, and 10 means it will be an extremely good year? You can use any number from 1-10.

*\*\*NOTE: When asked in 2021, this question referenced 2022.*

Mean Summary

	12/7-8, 2021	12/7-8, 2022
My job	6.7	6.8
My immediate family	6.5	6.6
Me personally	6.4	6.5
My community	6.1	6.3
My state	5.7	5.9
The country	5.1	5.4





## PUBLIC POLL FINDINGS AND METHODOLOGY

14. Thinking ahead to 2023, how do you think next year will rate for each of the following, on a scale from 1 to 10, where 1 means it will not be good at all, and 10 means it will be an extremely good year? You can use any number from 1-10. *(continued)*

a. My immediate family

	12/7-8, 2021	12/7-8, 2022
1 – not a good year at all	2%	2%
2	1%	1%
3	3%	3%
4	4%	5%
5	18%	17%
6	18%	17%
7	18%	16%
8	17%	17%
9	8%	8%
10 – an extremely good year	6%	8%
Don't know/not applicable	6%	8%
<i>1-3 (Net)</i>	6%	6%
<i>8-10 (Net)</i>	30%	33%
<i>Mean</i>	6.5	6.6

b. Me personally

	12/7-8, 2021	12/7-8, 2022
1 – not a good year at all	2%	3%
2	1%	3%
3	3%	4%
4	4%	5%
5	18%	16%
6	18%	14%
7	18%	16%
8	17%	16%
9	8%	7%
10 – an extremely good year	6%	9%
Don't know/not applicable	6%	7%
<i>1-3 (Net)</i>	6%	10%
<i>8-10 (Net)</i>	30%	32%
<i>Mean</i>	6.5	6.5



14. Thinking ahead to 2023, how do you think next year will rate for each of the following, on a scale from 1 to 10, where 1 means it will not be good at all, and 10 means it will be an extremely good year? You can use any number from 1-10. *(continued)*

c. My job

	<b>12/7-8, 2021 (N=620)</b>	<b>12/7-8, 2022 (N=515)</b>
1 – not a good year at all	3%	2%
2	1%	2%
3	4%	3%
4	6%	5%
5	13%	13%
6	15%	16%
7	19%	16%
8	14%	22%
9	9%	5%
10 – an extremely good year	11%	11%
Don't know/not applicable	5%	5%
<i>1-3 (Net)</i>	8%	6%
<i>8-10 (Net)</i>	34%	38%
<i>Mean</i>	6.7	6.8

d. My community

	<b>12/7-8, 2021</b>	<b>12/7-8, 2022</b>
1 – not a good year at all	3%	2%
2	1%	1%
3	3%	4%
4	6%	6%
5	21%	20%
6	21%	17%
7	16%	17%
8	13%	15%
9	4%	4%
10 – an extremely good year	3%	5%
Don't know/not applicable	9%	10%
<i>1-3 (Net)</i>	7%	6%
<i>8-10 (Net)</i>	20%	25%
<i>Mean</i>	6.1	6.3



## PUBLIC POLL FINDINGS AND METHODOLOGY

14. Thinking ahead to 2023, how do you think next year will rate for each of the following, on a scale from 1 to 10, where 1 means it will not be good at all, and 10 means it will be an extremely good year? You can use any number from 1-10. (continued)

e. My state

	12/7-8, 2021	12/7-8, 2022
1 – not a good year at all	4%	4%
2	4%	2%
3	5%	4%
4	8%	8%
5	19%	20%
6	19%	19%
7	16%	15%
8	8%	11%
9	5%	5%
10 – an extremely good year	3%	4%
Don't know/not applicable	8%	8%
1-3 (Net)	13%	10%
8-10 (Net)	16%	20%
Mean	5.7	5.9

f. The country

	12/7-8, 2021	12/7-8, 2022
1 – not a good year at all	11%	8%
2	6%	3%
3	6%	7%
4	11%	10%
5	18%	19%
6	15%	16%
7	14%	13%
8	6%	9%
9	3%	4%
10 – an extremely good year	3%	4%
Don't know/not applicable	7%	8%
1-3 (Net)	22%	18%
8-10 (Net)	12%	17%
Mean	5.1	5.4







## PUBLIC POLL FINDINGS AND METHODOLOGY

15. Please indicate your feeling about legalizing betting on each of the following in your state.

Should Be Legal Summary Table

	<b>12/7-8, 2022</b>
Professional sports outcomes	25%
College or amateur sport teams from your state	22%
College or amateur sport teams from other states	22%
In-game sports events (coin toss, specific plays, etc.)	22%
Entertainment events (like the Oscars)	22%
Anything someone can make odds on	18%
Political races	13%
Celebrity deaths	9%

a. Professional sports outcomes

	<b>12/7-8, 2022</b>
Should be legal	25%
Should not be legal	16%
It is already legal	27%
No opinion	31%

b. College or amateur sport teams from your state

	<b>12/7-8, 2022</b>
Should be legal	22%
Should not be legal	24%
It is already legal	18%
No opinion	37%

c. College or amateur sport teams from other states

	<b>12/7-8, 2022</b>
Should be legal	22%
Should not be legal	23%
It is already legal	20%
No opinion	36%

d. In-game sports events (coin toss, specific plays, etc.)

	<b>12/7-8, 2022</b>
Should be legal	22%
Should not be legal	18%
It is already legal	20%
No opinion	40%





## PUBLIC POLL FINDINGS AND METHODOLOGY

15. Please indicate your feeling about legalizing betting on each of the following in your state. (continued)

e. Entertainment events (like the Oscars)

	<b>12/7-8, 2022</b>
Should be legal	22%
Should not be legal	20%
It is already legal	16%
No opinion	42%

f. Political races

	<b>12/7-8, 2022</b>
Should be legal	13%
Should not be legal	37%
It is already legal	14%
No opinion	36%

g. Celebrity deaths

	<b>12/7-8, 2022</b>
Should be legal	9%
Should not be legal	41%
It is already legal	11%
No opinion	40%

h. Anything someone can make odds on

	<b>12/7-8, 2022</b>
Should be legal	18%
Should not be legal	25%
It is already legal	14%
No opinion	43%

16. If the following were legal where you live, how interested would you be in betting on them?

Interested Summary Table

	<b>12/7-8, 2022</b>
Professional sports outcomes	21%
College or amateur sport teams from your state	18%
In-game sports events (coin toss, specific plays, etc.)	18%
College or amateur sport teams from other states	17%
Entertainment events (like the Oscars)	14%
Anything someone can make odds on	14%
Political races	13%
Celebrity deaths	10%





## PUBLIC POLL FINDINGS AND METHODOLOGY

16. If the following were legal where you live, how interested would you be in betting on them?  
(continued)

a. Professional sports outcomes

	<b>12/7-8, 2022</b>
5 – Extremely interested	11%
4	11%
3	17%
2	8%
1 – Not interested at all	54%
<i>Interested (net)</i>	21%
<i>Not interested (net)</i>	62%

b. College or amateur sport teams from your state

	<b>12/7-8, 2022</b>
5 – Extremely interested	8%
4	10%
3	15%
2	10%
1 – Not interested at all	57%
<i>Interested (net)</i>	18%
<i>Not interested (net)</i>	68%

c. College or amateur sport teams from other states

	<b>12/7-8, 2022</b>
5 – Extremely interested	9%
4	8%
3	15%
2	9%
1 – Not interested at all	59%
<i>Interested (net)</i>	17%
<i>Not interested (net)</i>	68%

d. In-game sports events (coin toss, specific plays, etc.)

	<b>12/7-8, 2022</b>
5 – Extremely interested	8%
4	10%
3	14%
2	6%
1 – Not interested at all	61%
<i>Interested (net)</i>	18%
<i>Not interested (net)</i>	68%





## PUBLIC POLL FINDINGS AND METHODOLOGY

16. If the following were legal where you live, how interested would you be in betting on them?  
(continued)

e. Entertainment events (like the Oscars)

	<b>12/7-8, 2022</b>
5 – Extremely interested	6%
4	8%
3	15%
2	9%
1 – Not interested at all	63%
<i>Interested (net)</i>	14%
<i>Not interested (net)</i>	71%

f. Political races

	<b>12/7-8, 2022</b>
5 – Extremely interested	5%
4	8%
3	13%
2	9%
1 – Not interested at all	65%
<i>Interested (net)</i>	13%
<i>Not interested (net)</i>	73%

g. Celebrity deaths

	<b>12/7-8, 2022</b>
5 – Extremely interested	3%
4	7%
3	11%
2	7%
1 – Not interested at all	72%
<i>Interested (net)</i>	10%
<i>Not interested (net)</i>	79%

h. Anything someone can make odds on

	<b>12/7-8, 2022</b>
5 – Extremely interested	6%
4	8%
3	16%
2	13%
1 – Not interested at all	57%
<i>Interested (net)</i>	14%
<i>Not interested (net)</i>	70%





## PUBLIC POLL FINDINGS AND METHODOLOGY

17. Please rate the following industries based on how innovative you perceive each to be today, where 1 means it is an extremely innovative industry and 7 means it is not at all innovative. You can use any number in between.

Innovative Summary Table

	<b>12/7-8, 2022</b>
Electronic Devices	60%
Medical Devices	59%
Software/Apps	58%
Video Streaming Services	53%
Pharmaceuticals	48%
Manufacturing	41%
Social Media	40%
Packaged Foods	32%
Hospitality	30%
Insurance	27%

a. Pharmaceuticals

	<b>12/7-8, 2022</b>
1 – Extremely innovative	12%
2	14%
3	22%
4	31%
5	12%
6	3%
7 – Not at all innovative	6%
<i>Innovative (net)</i>	<b>48%</b>
<i>Not innovative (net)</i>	<b>20%</b>

b. Manufacturing

	<b>12/7-8, 2022</b>
1 – Extremely innovative	10%
2	10%
3	22%
4	38%
5	12%
6	3%
7 – Not at all innovative	5%
<i>Innovative (net)</i>	<b>41%</b>
<i>Not innovative (net)</i>	<b>21%</b>



## PUBLIC POLL FINDINGS AND METHODOLOGY

17. Please rate the following industries based on how innovative you perceive each to be today, where 1 means it is an extremely innovative industry and 7 means it is not at all innovative. You can use any number in between. (continued)

c. Software/Apps

	<b>12/7-8, 2022</b>
1 – Extremely innovative	17%
2	19%
3	22%
4	24%
5	10%
6	4%
7 – Not at all innovative	4%
<i>Innovative (net)</i>	<b>58%</b>
<i>Not innovative (net)</i>	<b>18%</b>

d. Packaged Foods

	<b>12/7-8, 2022</b>
1 – Extremely innovative	7%
2	7%
3	18%
4	42%
5	15%
6	4%
7 – Not at all innovative	7%
<i>Innovative (net)</i>	<b>32%</b>
<i>Not innovative (net)</i>	<b>26%</b>

e. Electronic Devices

	<b>12/7-8, 2022</b>
1 – Extremely innovative	21%
2	18%
3	21%
4	21%
5	12%
6	3%
7 – Not at all innovative	4%
<i>Innovative (net)</i>	<b>60%</b>
<i>Not innovative (net)</i>	<b>18%</b>





## PUBLIC POLL FINDINGS AND METHODOLOGY

17. Please rate the following industries based on how innovative you perceive each to be today, where 1 means it is an extremely innovative industry and 7 means it is not at all innovative. You can use any number in between. (continued)

f. Medical Devices

	<b>12/7-8, 2022</b>
1 – Extremely innovative	16%
2	19%
3	24%
4	24%
5	10%
6	4%
7 – Not at all innovative	3%
<i>Innovative (net)</i>	<b>59%</b>
<i>Not innovative (net)</i>	<b>17%</b>

g. Video Streaming Services

	<b>12/7-8, 2022</b>
1 – Extremely innovative	13%
2	17%
3	23%
4	27%
5	11%
6	4%
7 – Not at all innovative	5%
<i>Innovative (net)</i>	<b>53%</b>
<i>Not innovative (net)</i>	<b>20%</b>

h. Insurance

	<b>12/7-8, 2022</b>
1 – Extremely innovative	5%
2	7%
3	15%
4	35%
5	20%
6	7%
7 – Not at all innovative	11%
<i>Innovative (net)</i>	<b>27%</b>
<i>Not innovative (net)</i>	<b>38%</b>





## PUBLIC POLL FINDINGS AND METHODOLOGY

17. Please rate the following industries based on how innovative you perceive each to be today, where 1 means it is an extremely innovative industry and 7 means it is not at all innovative. You can use any number in between. (continued)

i. Hospitality

	<b>12/7-8, 2022</b>
1 – Extremely innovative	6%
2	8%
3	15%
4	41%
5	19%
6	3%
7 – Not at all innovative	7%
<i>Innovative (net)</i>	30%
<i>Not innovative (net)</i>	29%

j. Social Media

	<b>12/7-8, 2022</b>
1 – Extremely innovative	11%
2	12%
3	17%
4	31%
5	15%
6	6%
7 – Not at all innovative	8%
<i>Innovative (net)</i>	40%
<i>Not innovative (net)</i>	30%







## PUBLIC POLL FINDINGS AND METHODOLOGY

### About the Study

These are some of the findings of the sixty-sixth wave of an Ipsos poll conducted between December 7-8, 2022. For this survey, a sample of 1,118 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 fifty-fourth wave was conducted May 24-25, 2022, among 1,120 adults
- The fifty-fifth wave was conducted June 7-8, 2022, among 1,117 adults
- The fifty-sixth wave was conducted June 22-23, 2022, among 1,117 adults
- The fifty-seventh wave was conducted July 19-20, 2022, among 1,120 adults
- The fifty-eighth wave was conducted August 2-3, 2022, among 1,119 adults
- The fifty-ninth wave was conducted August 16-17, 2022, among 1,120 adults
- The sixtieth wave was conducted August 30-31, 2022, among 1,110 adults
- The sixty-first wave was conducted September 13-14, 2022, among 1,118 adults
- The sixty-second wave was conducted September 27-28, 2022, among 1,120 adults
- The sixty-third wave was conducted October 11-12, 2022, among 1,120 adults
- The sixty-fourth wave was conducted October 25-26, 2022, among 1,120 adults
- The sixty-fifth wave was conducted November 11-12, 2022, among 1,115 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 ( $n=1,118$ ,  $DEFF=1.5$ , adjusted Confidence Interval= $\pm 5.1$  percentage points).





## PUBLIC POLL FINDINGS AND METHODOLOGY

- 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, fifty-third, fifty-fourth, fifty-fifth, fifty-sixth, fifty-seventh, fifty-eighth, fifty-ninth, sixtieth, sixty-first, sixty-second, sixty-third, sixty-fourth, sixty-fifth, and sixty-sixth waves of this study have a credibility interval of 3.6 percentage points.

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## PUBLIC POLL FINDINGS AND METHODOLOGY

### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 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. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

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