



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, January 20, 2023

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
1/18-19, 2023 (N=1,119)	18%	6%	12%	36%	43%	22%	20%	3%
12/7-8, 2022 (N=1,118)	22%	6%	16%	32%	42%	23%	19%	4%
11/9-10, 2022 (N=1,115)	17%	7%	11%	33%	47%	25%	22%	3%
10/25-26, 2022 (N=1,120)	23%	8%	15%	34%	40%	22%	19%	3%
10/11-12, 2022 (N=1,120)	21%	7%	14%	33%	41%	23%	18%	4%
9/27-28, 2022 (N=1,120)	21%	7%	15%	34%	42%	22%	20%	3%
9/13-14, 2022 (N=1,118)	25%	10%	15%	31%	41%	23%	18%	2%
8/30-31, 2022 (N=1,110)	23%	8%	15%	32%	42%	24%	18%	2%
8/16-17, 2022 (N=1,120)	23%	9%	14%	34%	41%	21%	20%	2%
8/2-3, 2022 (N=1,119)	23%	11%	13%	35%	39%	21%	17%	3%
7/19-20, 2022 (N=1,120)	25%	9%	15%	33%	40%	21%	19%	3%
6/22-23, 2022 (N=1,117)	25%	10%	15%	34%	38%	19%	9%	3%
6/7-8, 2022 (N=1,117)	23%	9%	14%	35%	40%	20%	21%	2%
5/24-25, 2022 (N=1,120)	22%	8%	14%	36%	39%	20%	19%	2%
5/10-11, 2022 (N=1,120)	27%	9%	18%	31%	40%	21%	19%	2%
4/26-27, 2022 (N=1,136)	23%	10%	14%	32%	41%	22%	19%	4%
4/12-13, 2022 (N=1,165)	24%	9%	15%	33%	41%	22%	19%	2%
3/29-30, 2022 (N=1,152)	24%	10%	15%	31%	41%	24%	18%	3%
3/15-16, 2022 (N=1,154)	27%	12%	15%	29%	41%	21%	20%	3%
3/1-2, 2022 (N=1,154)	27%	11%	16%	33%	37%	19%	18%	2%
2/15-16, 2022 (N=1,156)	26%	10%	17%	34%	37%	21%	17%	3%
2/1-3, 2022 (N=2,010)	29%	11%	18%	35%	34%	20%	14%	2%



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





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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
2/17-18, 2021 (N=1,115)	34%	15%	19%	34%	30%	15%	15%	2%
2/2-3, 2021 (N=1,115)	35%	13%	22%	34%	29%	16%	14%	1%
1/20-21, 2021 (N=1,115)	41%	18%	23%	34%	25%	15%	10%	1%
12/9-10, 2020 (N=1,112)	39%	17%	22%	34%	25%	15%	10%	1%
11/24-25, 2020 (N=1,114)	40%	18%	21%	36%	23%	14%	9%	2%
11/10-11, 2020 (N=1,113)	40%	16%	23%	33%	25%	15%	11%	2%
10/27-28, 2020 (N=1,115)	38%	17%	20%	34%	27%	16%	11%	2%
10/13-14, 2020 (N=1,114)	36%	16%	21%	33%	29%	17%	12%	1%
9/29-30, 2020 (N=1,115)	35%	16%	18%	34%	30%	17%	13%	2%
9/15-16, 2020 (N=1,113)	36%	18%	18%	33%	29%	16%	12%	1%
9/1-2, 2020 (N=1,113)	33%	14%	19%	33%	32%	19%	14%	1%
8/18-19, 2020 (N=1115)	34%	14%	20%	37%	28%	17%	11%	1%
8/4-5, 2020 (N=1,111)	33%	14%	19%	37%	29%	17%	12%	2%
7/21-22, 2020 (N=1,115)	34%	15%	19%	36%	29%	19%	10%	1%
6/23-24, 2020 (N=1,113)	31%	14%	17%	34%	33%	20%	12%	2%
6/8-9, 2020 (N=1,113)	28%	12%	16%	32%	38%	23%	16%	2%
5/28-29, 2020 (N=1,113)	30%	12%	18%	34%	34%	20%	14%	2%
5/14-15, 2020 (N=1,114)	31%	13%	18%	36%	30%	18%	12%	3%
5/4-5, 2020 (N=1,114)	34%	15%	19%	35%	28%	17%	11%	2%
4/27-28, 2020 (N=1,112)	32%	15%	17%	34%	31%	20%	11%	3%
4/17-20, 2020 (N=1,111)	32%	10%	22%	35%	31%	21%	10%	2%
4/10-13, 2020 (N=1,114)	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
1/18-19, 2023	3%	5%	9%	17%	2%	9%	30%	25%
12/7-8, 2022	3%	7%	9%	16%	2%	9%	29%	24%
11/9-10, 2022	3%	6%	6%	16%	3%	9%	29%	28%
10/25-26, 2022	3%	8%	8%	14%	3%	12%	27%	25%
10/11-12, 2022	2%	7%	11%	14%	3%	13%	26%	24%
9/27-28, 2022	2%	6%	7%	16%	3%	11%	29%	25%
9/13-14, 2022	3%	6%	8%	18%	2%	12%	27%	24%
8/30-31, 2022	3%	6%	8%	18%	3%	9%	29%	24%
8/16-17, 2022	3%	6%	11%	21%	2%	9%	27%	21%
8/2-3, 2022	3%	6%	13%	19%	3%	10%	25%	20%
7/19-20, 2022	4%	9%	12%	18%	2%	9%	26%	22%
6/22-23, 2022	4%	8%	10%	18%	4%	13%	23%	21%
6/7-8, 2022	3%	7%	12%	18%	3%	11%	25%	21%
5/24-25, 2022	3%	9%	10%	17%	3%	11%	23%	23%
5/10-11, 2022	5%	8%	12%	17%	3%	13%	23%	19%
4/26-27, 2022	5%	6%	9%	19%	4%	13%	25%	21%
4/12-13, 2022	3%	8%	10%	18%	5%	15%	21%	19%
3/29-30, 2022	3%	8%	8%	21%	4%	12%	24%	20%
3/15-16, 2022	6%	5%	12%	16%	8%	15%	20%	18%
3/1-2, 2022	3%	8%	10%	21%	12%	12%	18%	15%
2/15-16, 2022	5%	5%	14%	24%	8%	12%	19%	12%
2/1-3, 2022	2%	8%	16%	32%	4%	10%	18%	10%
1/18-19, 2022	2%	12%	23%	32%	2%	7%	15%	8%
1/4-5, 2022	2%	12%	24%	26%	2%	9%	15%	10%
12/7-8, 2021	3%	11%	15%	27%	1%	12%	18%	13%
11/22-23, 2021	4%	5%	16%	25%	4%	12%	22%	13%
11/9-10, 2021	3%	6%	13%	24%	4%	14%	23%	13%
10/26-27, 2021	3%	7%	15%	29%	3%	14%	19%	10%
10/12-13, 2021	2%	7%	17%	28%	2%	15%	18%	10%
9/28-29, 2021	2%	7%	17%	32%	2%	11%	18%	10%
9/14-15, 2021	2%	9%	20%	30%	2%	12%	17%	8%
8/31-9/1, 2021	1%	12%	21%	28%	2%	9%	17%	9%
8/18-19, 2021	3%	14%	24%	25%	2%	9%	15%	8%
8/3-4, 2021	3%	11%	22%	22%	2%	13%	17%	10%





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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
7/20-21, 2021	6%	8%	11%	18%	3%	18%	21%	15%
7/6-7, 2021	3%	4%	8%	16%	4%	23%	26%	17%
6/22-23, 2021	2%	4%	9%	16%	7%	21%	24%	16%
6/8-9, 2021	2%	4%	8%	15%	12%	23%	22%	15%
5/25-26, 2021	4%	6%	10%	20%	14%	19%	16%	10%
5/11-12, 2021	3%	5%	11%	23%	12%	18%	14%	13%
4/27-28, 2021	3%	6%	9%	29%	10%	18%	16%	9%
4/13-14, 2021	3%	7%	11%	31%	8%	17%	14%	9%
3/30-31, 2021	2%	7%	13%	36%	11%	15%	8%	9%
3/15-16, 2021	3%	8%	10%	36%	15%	13%	10%	6%
3/2-3, 2021	3%	5%	15%	47%	8%	9%	10%	4%
2/17-18, 2021	2%	7%	18%	46%	5%	7%	10%	5%
2/2-3, 2021	1%	6%	17%	48%	5%	8%	10%	5%
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
1/18-19, 2023	4%	15%	44%	36%
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%





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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
2/17-18, 2021	10%	26%	46%	18%
2/2-3, 2021	7%	29%	47%	17%
1/20-21, 2021	7%	28%	46%	19%
12/9-10, 2020	9%	28%	46%	17%
11/24-25, 2020	9%	29%	46%	16%
11/10-11, 2020	9%	31%	46%	14%
10/27-28, 2020	12%	32%	42%	13%
10/13-14, 2020	11%	30%	43%	16%
9/29-30, 2020	11%	29%	43%	18%
9/15-16, 2020	10%	29%	43%	18%
9/1-2, 2020	9%	32%	42%	16%
8/18-19, 2020	11%	33%	44%	13%
8/4-5, 2020	9%	31%	45%	15%
7/21-22, 2020	10%	32%	46%	12%
6/23-24, 2020	7%	32%	46%	15%
6/8-9, 2020	7%	30%	46%	18%
5/28-29, 2020	7%	28%	48%	18%
5/14-15, 2020	10%	30%	42%	18%
5/4-5, 2020	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
1/18-19, 2023	3%	7%	28%	25%	36%
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%



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4. On a five-point scale, with 5 being intolerable and 1 being not a problem at all, how much do COVID-19 restrictions in your area impact you personally? You may choose any number in between. *(Continued)*

	5 - Intolerable	4	3	2	1 - Not a problem at all
3/2-3, 2021	6%	17%	43%	24%	10%
2/17-18, 2021	5%	17%	44%	21%	12%
2/2-3, 2021	6%	14%	44%	23%	12%
1/20-21, 2021	7%	15%	43%	23%	12%
12/9-10, 2020	6%	18%	44%	21%	11%
11/24-25, 2020	6%	16%	44%	23%	10%
11/10-11, 2020	8%	18%	41%	22%	11%
10/27-28, 2020	8%	15%	45%	21%	11%
10/13-14, 2020	7%	17%	44%	22%	10%
9/29-30, 2020	8%	17%	43%	21%	11%
9/15-16, 2020	7%	16%	42%	23%	12%
9/1-2, 2020	7%	16%	45%	22%	9%
8/18-19, 2020	7%	15%	48%	20%	11%
8/4-5, 2020	6%	15%	47%	21%	11%
7/21-22, 2020	7%	15%	47%	22%	9%
6/23-24, 2020	6%	15%	44%	23%	12%
6/8-9, 2020	6%	13%	45%	24%	12%
5/28-29, 2020	5%	16%	43%	24%	12%
5/14-15, 2020	8%	19%	41%	21%	12%
5/4-5, 2020	8%	19%	44%	20%	10%

5. Are you vaccinated against COVID-19? If yes, are you partially vaccinated, fully vaccinated, or fully vaccinated plus 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
1/18-19, 2023	1%	17%	64%	4%	14%	82%
12/7-8, 2022	1%	17%	63%	4%	15%	81%
11/9-10, 2022	1%	18%	63%	5%	13%	82%
10/25-26, 2022	1%	19%	60%	7%	13%	80%
10/11-12, 2022	1%	19%	60%	7%	13%	80%
9/27-28, 2022	1%	19%	60%	7%	13%	80%
9/13-14, 2022	1%	19%	58%	8%	14%	78%
8/30-31, 2022	1%	19%	58%	8%	14%	78%
8/16-17, 2022	2%	19%	55%	8%	16%	76%
8/2-3, 2022	2%	19%	55%	8%	16%	76%
7/19-20, 2022	2%	19%	55%	8%	16%	76%





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

	Always	Often	Sometimes	Rarely	Never
1/18-19, 2022	14%	14%	24%	26%	22%
12/7-8, 2022	13%	12%	25%	26%	24%
11/9-10, 2022	10%	14%	23%	27%	27%
10/25-26, 2022	14%	16%	22%	25%	23%
10/11-12, 2022	15%	12%	23%	27%	23%
9/27-28, 2022	17%	11%	24%	26%	21%
9/13-14, 2022	18%	14%	20%	26%	21%
8/30-31, 2022	17%	14%	22%	27%	21%
8/16-17, 2022	18%	14%	25%	22%	21%
8/2-3, 2022	20%	15%	23%	23%	20%
7/19-20, 2022	15%	15%	21%	24%	25%
6/22-23, 2022	17%	16%	24%	23%	19%
6/7-8, 2022	19%	13%	25%	21%	23%
5/24-25, 2022	22%	18%	20%	17%	24%
5/10-11, 2022	22%	17%	23%	18%	19%
4/26-27, 2022	19%	18%	23%	21%	19%
4/12-13, 2022	26%	18%	23%	16%	17%
3/29-30, 2022	31%	17%	19%	18%	14%

7. **[ASKED ONLY IF EMPLOYED]** Are you currently working from home, at your workplace, or both a majority of the time?

	Working at my workplace only	Working from home only	Working both from home and at my workplace
1/18-19, 2023 (N=639)	56%	22%	22%
11/9-10, 2022 (N=628)	54%	22%	24%
10/25-26, 2022 (N=594)	56%	24%	20%
10/11-12, 2022 (N=611)	62%	21%	18%
9/27-28, 2022 (N=616)	56%	23%	21%
9/13-14, 2022 (N=596)	55%	21%	24%
8/30-31, 2022 (N=584)	57%	20%	23%
8/16-17, 2022 (N=598)	55%	25%	20%
8/2-3, 2022 (N=613)	54%	25%	21%
7/19-20, 2022 (N=588)	58%	25%	17%
6/22-23, 2022 (N=622)	56%	27%	17%
6/7-8, 2022 (N=593)	56%	24%	20%
5/24-25, 2022 (N=571)	56%	26%	18%
5/10-11, 2022 (N=628)	56%	24%	20%
4/26-27, 2022 (N=657)	57%	24%	19%
4/12-13, 2022 (N=663)	58%	24%	19%
3/29-30, 2022 (N=666)	57%	23%	20%
3/15-16, 2022 (N=611)	57%	23%	20%
2/2-3, 2022 (N=1,086)	56%	24%	20%
1/20-21, 2021 (N=603)	34%	48%	18%





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8. In your opinion, what is closest to the right mix of working from home versus working in an office right now?

	3/2-3, 2021	3/15-16, 2021	5/25-26, 2021	6/22-23, 2021	2/1-3, 2022	3/15-16, 2022	6/22-23, 2022	1/18-19, 2023
All at home	9%	12%	11%	10%	11%	14%	13%	12%
Mostly at home	16%	15%	15%	14%	13%	14%	12%	12%
Evenly split at home and at the office	22%	17%	18%	19%	15%	17%	17%	16%
Mostly at the office	14%	12%	9%	13%	10%	9%	14%	12%
All at the office	13%	14%	18%	16%	18%	15%	19%	17%
Don't know/Not applicable	26%	30%	27%	28%	33%	31%	26%	31%

9. **[ASKED ONLY IF EMPLOYED]** Thinking about the right mix of where to work, has your opinion on this changed in the past few months?

	3/15-26, 2022 (N=254)	6/22-23, 2022 (N=263)	1/18-19, 2023 (N=639)
Yes, I now want to work from home more often than I thought before	43%	34%	21%
Yes, I now want to work from my office or business more often than I thought before	18%	23%	16%
No, my opinion has stayed the same	35%	40%	55%
Don't know/Not applicable	4%	4%	7%

10. **[ASKED ONLY IF EMPLOYED]** How likely, if at all, is it that you will keep your current work arrangement over the next few months?

	1/18-19, 2023 (N=639)
Very likely	70%
Somewhat likely	20%
Not very likely	4%
Not at all likely	3%
Not sure	3%

11. **[ASKED ONLY IF EMPLOYED]** Has your employer set guidelines for how often you should work from the office or workplace?

	1/18-19, 2023 (N=639)
Yes	37%
No	58%
I don't know	5%



12. Thinking about the prices you have paid for gasoline in recent weeks, do they generally seem to be going up, going down, or staying the same as they were a few months ago?

	1/18-19, 2023
Going up a lot	18%
Going up a little	29%
Staying about the same	20%
Going down a little	22%
Going down a lot	3%
Not applicable	4%
Don't know	3%
<i>Going up (Net)</i>	47%
<i>Going down (Net)</i>	25%

13. 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	1/18-19, 2023
Very comfortable	12%	13%	9%	11%
Somewhat comfortable	30%	23%	21%	23%
Neither comfortable nor uncomfortable	27%	27%	28%	22%
Somewhat uncomfortable	20%	22%	27%	28%
Very uncomfortable	12%	15%	15%	16%
<i>Comfortable (Net)</i>	42%	36%	30%	34%
<i>Uncomfortable (Net)</i>	32%	38%	43%	44%

14. How familiar, if at all, are you with the concept of artificial intelligence?

	1/18-19, 2023
Very familiar	18%
Somewhat familiar	55%
Not familiar	22%
Don't know	5%

15. Please indicate how much you agree or disagree with the following statements.

Agree summary

	1/18-19, 2023
Using AI in the workplace can save time and resources	62%
AI-generated written work may contain biases or inaccuracies	56%
AI should replace certain types of work tasks in order to increase efficiency and productivity	48%
AI-generated written work can be just as good as something written by a person	43%
AI-generated written work can be better than something written by a person	36%

15. Please indicate how much you agree or disagree with the following statements.

a) AI should replace certain types of work tasks in order to increase efficiency and productivity

	1/18-19, 2023
Strongly agree	12%
Somewhat agree	35%
Somewhat disagree	24%
Strongly disagree	11%
Don't know	17%
<i>Agree (Net)</i>	48%
<i>Disagree (Net)</i>	36%

b) AI-generated written work can be just as good as something written by a person

	1/18-19, 2023
Strongly agree	11%
Somewhat agree	32%
Somewhat disagree	28%
Strongly disagree	12%
Don't know	18%
<i>Agree (Net)</i>	43%
<i>Disagree (Net)</i>	39%

c) AI-generated written work can be better than something written by a person

	1/18-19, 2023
Strongly agree	9%
Somewhat agree	27%
Somewhat disagree	30%
Strongly disagree	17%
Don't know	17%
<i>Agree (Net)</i>	36%
<i>Disagree (Net)</i>	47%

d) Using AI in the workplace can save time and resources

	1/18-19, 2023
Strongly agree	16%
Somewhat agree	46%
Somewhat disagree	14%
Strongly disagree	5%
Don't know	18%
<i>Agree (Net)</i>	62%
<i>Disagree (Net)</i>	20%

e) AI-generated written work may contain biases or inaccuracies



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	1/18-19, 2023
Strongly agree	19%
Somewhat agree	37%
Somewhat disagree	14%
Strongly disagree	6%
Don't know	24%
<i>Agree (Net)</i>	56%
<i>Disagree (Net)</i>	20%

16. Do you participate in any credit card, airline or other retail rewards or points programs?

	1/18-19, 2023
Yes	61%
No	36%
I don't know	3%

17. **[Asked if Q16 = Yes]** For each of the following statements, please indicate whether or not it applies to your current use of reward points.

a) I am using my rewards points to save money on purchases

	1/18-19, 2023 (N=709)
Yes	74%
No	26%

b) I am using my rewards points for a big purchase (e.g., travel, hotels)

	1/18-19, 2023 (N=709)
Yes	42%
No	58%

c) I feel that my rewards have lost their value recently

	1/18-19, 2023 (N=709)
Yes	36%
No	64%

d) I prefer getting rewards points over cash back

	1/18-19, 2023 (N=709)
Yes	35%
No	65%

e) I recently signed up for new credit cards to get additional or different reward bonuses

	1/18-19, 2023 (N=709)
Yes	23%
No	77%





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18. How do you feel about “buying American” now versus before the coronavirus crisis began?

	6/8-9, 2020	1/18-19, 2023
Much more important	29%	23%
Somewhat more important	23%	26%
No difference	39%	41%
Somewhat less important	3%	3%
Much less important	1%	2%
Don't know	4%	6%
<i>More important (Net)</i>	<i>52%</i>	<i>49%</i>
<i>Less important (Net)</i>	<i>5%</i>	<i>5%</i>

19. When making purchases, how often, if at all, does whether a product is made in America or produced by an American company factor into your decision?

	1/18-19, 2023
Often	23%
Sometimes	42%
Rarely	20%
Never	9%
Don't know	5%
<i>Often/Sometimes (Net)</i>	<i>65%</i>
<i>Rarely/Never (Net)</i>	<i>30%</i>

20. When it comes to “buying American,” how much do you agree or disagree with the following statements?

Agree summary

	1/18-19, 2023
I like keeping my money in my community	82%
I want to support American values with the purchases I make	80%
I think American made products are better quality	68%
American-made products usually have a smaller supply chain which is better for the environment	63%

a) I think American made products are better quality

	1/18-19, 2023
Strongly agree	28%
Somewhat agree	40%
Somewhat disagree	17%
Strongly disagree	4%
Don't know	12%
<i>Agree (Net)</i>	<i>68%</i>
<i>Disagree (Net)</i>	<i>21%</i>





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20. When it comes to “buying American,” how much do you agree or disagree with the following statements? (*Continued*)

- b) American-made products usually have a smaller supply chain which is better for the environment

	1/18-19, 2023
Strongly agree	21%
Somewhat agree	42%
Somewhat disagree	14%
Strongly disagree	4%
Don't know	19%
<i>Agree (Net)</i>	63%
<i>Disagree (Net)</i>	19%

- c) I like keeping my money in my community

	1/18-19, 2023
Strongly agree	40%
Somewhat agree	42%
Somewhat disagree	9%
Strongly disagree	3%
Don't know	6%
<i>Agree (Net)</i>	82%
<i>Disagree (Net)</i>	12%

- d) I want to support American values with the purchases I make

	1/18-19, 2023
Strongly agree	33%
Somewhat agree	48%
Somewhat disagree	8%
Strongly disagree	5%
Don't know	7%
<i>Agree (Net)</i>	80%
<i>Disagree (Net)</i>	12%





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About the Study

These are some of the findings of the sixty-seventh wave of an Ipsos poll conducted between January 18-19, 2023. For this survey, a sample of 1,119 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





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- 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 sixty-sixth wave was conducted December 7-8, 2022, among 1,118 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=1,119, DEFF=1.5, adjusted Confidence Interval=+/-5.1 percentage points).





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- 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, sixty-sixth, and sixty-seventh waves of this study have a credibility interval of 3.6 percentage points.

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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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