PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, February 16, 2023

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

	High threat (Net)	Very high threat	High threat	Moderate threat	*Low threat (Net)*	Low threat	Very low threat	Don't know
2/14-15, 2023 (N=1109)	*20%*	7%	12%	33%	*44%*	26%	18%	3%
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%

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

GAME CHANGERS

PUBLIC POLL FINDINGS AND METHODOLOGY

1. What level of threat do you think the coronavirus poses to you personally? (*Continued*)

	High threat (Net)	Very high threat	High threat	Moderate threat	*Low threat (Net)*	Low threat	Very low threat	Don't know
2/1-3, 2022 (N=2,010)	29%	11%	18%	35%	34%	20%	14%	2%
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%

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1. What level of threat do you think the coronavirus poses to you personally? (*Continued*)

	High threat (Net)	Very high threat	High threat	Moderate threat	*Low threat (Net)*	Low threat	Very low threat	Don't know
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%
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%

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
2/14-15, 2023	3%	6%	5%	14%	2%	8%	33%	28%
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%

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

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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
8/3-4, 2021	3%	11%	22%	22%	2%	13%	17%	10%
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%

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
2/14-15, 2023	4%	16%	43%	37%
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%

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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
3/2-3, 2021	9%	24%	52%	16%
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%

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

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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
2/14-15, 2023	3%	9%	24%	23%	41%
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%

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

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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*
2/14-15, 2023	1%	17%	64%	4%	14%	*82%*
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. **[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
2/14-15, 2023 (N=603)	24%	56%	20%
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%

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

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

Total Agree Summary

	6/23-24, 2020	8/18-19, 2020	2/2-3, 2021	2/17-18, 2021	9/14-15, 2021	2/1-3, 2022	3/15-16, 2022	4/12-13, 2022	8/16-17, 2022	8/30-31, 2022	2/14-15, 2023
Increasing food prices are making it difficult to afford the food I usually buy	N/A	N/A	N/A	N/A	N/A	N/A	N/A	53%	N/A	62%	58%
[ASK IF AGE 18-39] I want to wait to start or grow my family until I am in better financial shape	53%	55%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	53%	49%
After paying my bills, I do not have money left to spend on the things I want	37%	38%	37%	36%	40%	42%	39%	43%	46%	48%	45%
I can cover the higher prices from inflation but am not saving	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	43%
I believe I will be better off financially than my parents*	44%	45%	44%	47%	46%	44%	46%	42%	36%	41%	40%
I feel like I have enough saved in case something unplanned happens (i.e. home repairs, car repairs etc.)	51%	52%	48%	54%	49%	48%	50%	46%	39%	40%	40%
I worry about paying all of my bills each month	34%	37%	34%	32%	36%	42%	42%	41%	44%	46%	39%
I worry about having enough money to afford groceries each week	N/A	N/A	N/A	N/A	N/A	N/A	N/A	37%	N/A	42%	37%
I am getting in more debt	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	31%
I am finding income growth opportunities from inflation (adjusting portfolio to invest differently, saving more, etc.)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	23%

*Prior to 8/19, question text read "I believe I will be better off than my parents"

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

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7. For each of the statements below, indicate your level of agreement. *(Continued)*

a. After paying my bills, I do not have money left to spend on the things I want

	4/27-28, 2020	5/4-5, 2020	6/23-24, 2020	8/18-19, 2020	2/2-3, 2021	2/17-18, 2021	9/14-15, 2021	2/1-3, 2022	3/15-16, 2022	4/12-13, 2022	8/16-17, 2022	8/30-31, 2022	2/14-15, 2023
Strongly agree	13%	16%	16%	17%	17%	15%	16%	20%	15%	19%	19%	23%	20%
Somewhat agree	23%	20%	21%	21%	20%	21%	23%	23%	25%	24%	27%	26%	25%
Neither agree nor disagree	21%	23%	21%	20%	19%	19%	18%	20%	21%	22%	23%	19%	20%
Somewhat disagree	23%	22%	23%	21%	23%	24%	25%	19%	24%	22%	19%	20%	20%
Strongly disagree	20%	20%	19%	20%	21%	20%	18%	19%	16%	13%	13%	12%	14%
Agree (Net)	*35%*	*36%*	*37%*	*38%*	*37%*	*36%*	*40%*	*42%*	*39%*	*43%*	*46%*	*48%*	*45%*
Disagree (Net)	*44%*	*41%*	*42%*	*41%*	*44%*	*44%*	*42%*	*37%*	*40%*	*35%*	*32%*	*33%*	*34%*

b. I believe I will be better off financially than my parents*

	4/27-28, 2020	5/4-5, 2020	6/23-24, 2020	8/18-19, 2020	2/2-3, 2021	2/17-18, 2021	9/14-15, 2021	2/1-3, 2022	3/15-16, 2022	4/12-13, 2022	8/16-17, 2022	8/30-31, 2022	2/14-15, 2023
Strongly agree	15%	17%	18%	19%	18%	18%	18%	19%	19%	14%	11%	15%	15%
Somewhat agree	27%	26%	26%	25%	26%	29%	28%	25%	28%	28%	25%	25%	24%
Neither agree nor disagree	35%	34%	30%	32%	31%	27%	30%	33%	31%	34%	30%	29%	28%
Somewhat disagree	13%	14%	14%	13%	14%	16%	14%	14%	14%	13%	16%	16%	18%
Strongly disagree	10%	10%	11%	10%	11%	10%	9%	9%	9%	11%	18%	14%	15%
Agree (Net)	*42%*	*42%*	*44%*	*45%*	*44%*	*47%*	*46%*	*44%*	*46%*	*42%*	*36%*	*41%*	*40%*
Disagree (Net)	*23%*	*24%*	*26%*	*23%*	*25%*	*25%*	*23%*	*23%*	*23%*	*24%*	*34%*	*30%*	*33%*

Prior to 8/19, question text read "I believe I will be better off than my parents"

7. For each of the statements below, indicate your level of agreement. *(Continued)*

c. I worry about paying all of my bills each month

	4/27-28, 2020	5/4-5, 2020	6/23-24, 2020	8/18-19, 2020	2/2-3, 2021	2/17-18, 2021	9/14-15, 2021	2/1-3, 2022	3/15-16, 2022	4/12-13, 2022	8/16-17, 2022	8/30-31, 2022	2/14-15, 2023
Strongly agree	13%	12%	12%	17%	13%	14%	15%	19%	16%	17%	19%	21%	17%
Somewhat agree	18%	21%	22%	20%	20%	18%	21%	23%	26%	24%	25%	25%	23%
Neither agree nor disagree	22%	21%	17%	18%	18%	19%	20%	18%	20%	21%	22%	19%	19%
Somewhat disagree	20%	22%	23%	20%	22%	20%	21%	17%	17%	20%	17%	16%	21%
Strongly disagree	27%	25%	26%	26%	26%	28%	23%	22%	22%	19%	17%	19%	21%
Agree (Net)	*31%*	*33%*	*34%*	*37%*	*34%*	*32%*	*36%*	*42%*	*42%*	*41%*	*44%*	*46%*	*39%*
Disagree (Net)	*47%*	*46%*	*49%*	*45%*	*49%*	*49%*	*44%*	*39%*	*39%*	*38%*	*34%*	*35%*	*42%*

d. I feel like I have enough saved in case something unplanned happens (i.e. home repairs, car repairs etc.)

	4/27-28, 2020	5/4-5, 2020	6/23-24, 2020	8/18-19, 2020	2/2-3, 2021	2/17-18, 2021	9/14-15, 2021	2/1-3, 2022	3/15-16, 2022	4/12-13, 2022	8/16-17, 2022	8/30-31, 2022	2/14-15, 2023
Strongly agree	21%	18%	20%	20%	19%	22%	18%	21%	19%	17%	13%	14%	15%
Somewhat agree	31%	31%	31%	32%	30%	32%	30%	27%	31%	29%	26%	26%	25%
Neither agree nor disagree	21%	22%	18%	18%	17%	16%	19%	19%	19%	23%	22%	22%	21%
Somewhat disagree	14%	15%	15%	12%	15%	13%	15%	15%	12%	15%	18%	15%	19%
Strongly disagree	13%	14%	15%	18%	19%	17%	17%	19%	19%	16%	21%	23%	20%
Agree (Net)	*52%*	*49%*	*51%*	*52%*	*48%*	*54%*	*49%*	*48%*	*50%*	*46%*	*39%*	*40%*	*40%*
Disagree (Net)	*27%*	*29%*	*30%*	*30%*	*34%*	*30%*	*32%*	*33%*	*31%*	*31%*	*39%*	*38%*	*39%*

e. **[ASK IF AGE 18-39]** I want to wait to start or grow my family until I am in better financial shape

	4/27-28, 2020 (N=389)	5/4-5, 2020 (N=432)	6/23-24, 2020 (N=394)	8/18-19, 2020 (N=380)	8/30-31, 2022 (N=402)	2/14-15, 2023 (N=398)
Strongly agree	32%	23%	28%	32%	26%	24%
Somewhat agree	21%	26%	23%	23%	27%	25%
Neither agree nor disagree	29%	30%	30%	25%	30%	29%
Somewhat disagree	7%	7%	9%	10%	7%	9%
Strongly disagree	12%	13%	10%	10%	10%	13%
Agree (Net)	*52%*	*49%*	*51%*	*55%*	*53%*	*49%*
Disagree (Net)	*19%*	*20%*	*18%*	*20%*	*17%*	*22%*

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

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7. For each of the statements below, indicate your level of agreement. *(Continued)*

f. Increasing food prices are making it difficult to afford the food I usually buy

	4/12-13, 2022	8/30-31, 2022	2/14-15, 2023
Strongly agree	21%	26%	25%
Somewhat agree	32%	36%	33%
Neither agree nor disagree	27%	19%	19%
Somewhat disagree	13%	12%	13%
Strongly disagree	7%	7%	10%
Agree (Net)	*53%*	*62%*	*58%*
Disagree (Net)	*20%*	*19%*	*23%*

g. I worry about having enough money to afford groceries each week

	4/12-13, 2022	8/30-31, 2022	2/14-15, 2023
Strongly agree	15%	18%	16%
Somewhat agree	22%	24%	21%
Neither agree nor disagree	24%	19%	20%
Somewhat disagree	23%	20%	20%
Strongly disagree	17%	20%	23%
Agree (Net)	*37%*	*42%*	*37%*
Disagree (Net)	*40%*	*39%*	*43%*

h. I am getting more in debt

	2/14-15, 2023
Strongly agree	12%
Somewhat agree	19%
Neither agree nor disagree	24%
Somewhat disagree	19%
Strongly disagree	26%
Agree (Net)	*31%*
Disagree (Net)	*45%*

i. I can cover the higher prices from inflation but am not saving

	2/14-15, 2023
Strongly agree	10%
Somewhat agree	32%
Neither agree nor disagree	26%
Somewhat disagree	19%
Strongly disagree	12%
Agree (Net)	*43%*
Disagree (Net)	*31%*

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

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j. I am finding income growth opportunities from inflation (adjusting portfolio to invest differently, saving more, etc.)

	2/14-15, 2023
Strongly agree	6%
Somewhat agree	17%
Neither agree nor disagree	37%
Somewhat disagree	23%
Strongly disagree	18%
Agree (Net)	*23%*
Disagree (Net)	*40%*

8. In the past three months, has your household spending on the following items increased, decreased, or stayed the same?

Increased Summary table

	11/9-10, 2022	2/14-15, 2023
Groceries you buy at a store	31%	36%
Gas for a car	37%	33%
Paying back outstanding debt	16%	15%
Eating at restaurants out of home	15%	15%
Home improvements	14%	14%
Travel	N/A	14%
Optional or discretionary products, meaning things you don't need, but want	11%	13%
Home delivery from restaurants	13%	12%
Home delivery from grocery stores	13%	12%
Contributing to 401Ks, investments or other savings accounts	12%	9%
Donations to charity	8%	6%

a. Optional or discretionary products, meaning things you don't need, but want

	11/9-10,2022	2/14-15, 2023
Increased	11%	13%
Decreased	35%	36%
Stayed the same	44%	44%
Not applicable	10%	8%

b. Eating at restaurants out of home

	11/9-10,2022	2/14-15, 2023
Increased	15%	15%
Decreased	33%	36%
Stayed the same	42%	44%
Not applicable	10%	9%

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

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8. In the past three months, has your household spending on the following items increased, decreased, or stayed the same? *(Continued)*

    c. Donations to charity

	11/9-10,2022	**2/14-15, 2023**
Increased	8%	6%
Decreased	22%	22%
Stayed the same	43%	45%
Not applicable	27%	27%

    d. Home delivery from restaurants

	11/9-10,2022	**2/14-15, 2023**
Increased	13%	12%
Decreased	20%	22%
Stayed the same	29%	24%
Not applicable	38%	42%

    e. Home delivery from grocery stores

	11/9-10,2022	**2/14-15, 2023**
Increased	13%	12%
Decreased	13%	15%
Stayed the same	26%	22%
Not applicable	47%	51%

    f. Home improvements

	11/9-10,2022	**2/14-15, 2023**
Increased	14%	14%
Decreased	21%	24%
Stayed the same	40%	37%
Not applicable	26%	25%

    g. Groceries you buy at a store

	11/9-10,2022	**2/14-15, 2023**
Increased	31%	36%
Decreased	18%	23%
Stayed the same	48%	39%
Not applicable	3%	3%

    h. Gas for a car

	11/9-10,2022	**2/14-15, 2023**
Increased	37%	33%
Decreased	18%	17%
Stayed the same	37%	40%
Not applicable	8%	10%

    i. Paying back outstanding debt

	11/9-10,2022	**2/14-15, 2023**
Increased	16%	15%
Decreased	14%	18%
Stayed the same	40%	41%
Not applicable	30%	26%

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8. In the past three months, has your household spending on the following items increased, decreased, or stayed the same? *(Continued)*

    j. Contributing to 401Ks, investments or other savings accounts

	11/9-10,2022	2/14-15, 2023
Increased	12%	9%
Decreased	15%	17%
Stayed the same	36%	40%
Not applicable	37%	34%

    k. Travel

	2/14-15, 2023
Increased	14%
Decreased	30%
Stayed the same	35%
Not applicable	21%

9. In general, how much do you trust or distrust the following?
    Trust Summary

	2/14-15, 2023
That votes are counted properly in U.S. elections	47%
Professional sports officiating	31%
Your friends	77%
Your family	80%
Science and technology	66%
Financial advisors	46%
The Federal Reserve	36%

    a. That votes are counted properly in U.S. elections

	2/14-15, 2023
Trust a great deal	30%
Trust a little	17%
Neither trust nor distrust	16%
Distrust a little	15%
Distrust a great deal	15%
Don't know	7%
Trust (Net)	*47%*
Distrust (Net)	*30%*

    b. Professional sports officiating

	2/14-15, 2023
Trust a great deal	11%
Trust a little	20%
Neither trust nor distrust	34%
Distrust a little	16%
Distrust a great deal	8%
Don't know	11%
Trust (Net)	*31%*
Distrust (Net)	*24%*

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

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9. In general, how much do you trust or distrust the following? *(Continued)*

c. Your friends

	2/14-15, 2023
Trust a great deal	45%
Trust a little	32%
Neither trust nor distrust	15%
Distrust a little	4%
Distrust a great deal	1%
Don't know	3%
Trust (Net)	*77%*
Distrust (Net)	*6%*

d. Your family

	2/14-15, 2023
Trust a great deal	61%
Trust a little	19%
Neither trust nor distrust	11%
Distrust a little	5%
Distrust a great deal	2%
Don't know	2%
Trust (Net)	*80%*
Distrust (Net)	*7%*

e. Science and technology

	2/14-15, 2023
Trust a great deal	33%
Trust a little	33%
Neither trust nor distrust	19%
Distrust a little	8%
Distrust a great deal	4%
Don't know	3%
Trust (Net)	*66%*
Distrust (Net)	*12%*

f. Financial advisors

	2/14-15, 2023
Trust a great deal	14%
Trust a little	32%
Neither trust nor distrust	26%
Distrust a little	12%
Distrust a great deal	6%
Don't know	10%
Trust (Net)	*46%*
Distrust (Net)	*18%*

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

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9. In general, how much do you trust or distrust the following? *(Continued)*

    g. The Federal Reserve

	2/14-15, 2023
Trust a great deal	10%
Trust a little	26%
Neither trust nor distrust	28%
Distrust a little	15%
Distrust a great deal	10%
Don't know	11%
Trust (Net)	*36%*
Distrust (Net)	*25%*

10. In general, how much do you trust the information you receive from the following sources?
Trust Summary

	8/4-5, 2020	10/12-13, 2021	2/14-15, 2023
Reviews from other users or customers of a product or service (i.e. Yelp, Amazon reviews, etc.)	49%	53%	52%
Companies or brands	31%	37%	39%
Internet search results tailored to you by an algorithm	N/A	N/A	32%
Articles shared on social media by friends or acquaintances	26%	28%	29%
Television advertising	23%	26%	29%
Internet search results generated by AI	N/A	N/A	27%
Influencers	16%	19%	19%

    a. Television advertising

	8/4-5, 2020	10/12-13, 2021	2/14-15, 2023
Trust a great deal	4%	5%	5%
Trust a little	19%	21%	24%
Neither trust nor distrust	39%	40%	36%
Distrust a little	23%	23%	25%
Distrust a great deal	15%	10%	10%
Trust (Net)	*23%*	*26%*	*29%*
Distrust (Net)	*38%*	*34%*	*35%*

    b. Reviews from other users or customers of a product or service (i.e. Yelp, Amazon reviews, etc.)

	8/4-5, 2020	10/12-13, 2021	2/14-15, 2023
Trust a great deal	10%	13%	10%
Trust a little	39%	39%	42%
Neither trust nor distrust	30%	31%	30%
Distrust a little	16%	12%	13%
Distrust a great deal	5%	5%	5%
Trust (Net)	*49%*	*53%*	*52%*
Distrust (Net)	*21%*	*17%*	*18%*

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10. In general, how much do you trust the information you receive from the following sources? *(Continued)*

   c.   Articles shared on social media by friends or acquaintances

	8/4-5, 2020	10/12-13, 2021	2/14-15, 2023
Trust a great deal	4%	5%	5%
Trust a little	22%	22%	24%
Neither trust nor distrust	37%	40%	38%
Distrust a little	20%	19%	21%
Distrust a great deal	17%	13%	12%
Trust (Net)	*26%*	*28%*	*29%*
Distrust (Net)	*37%*	*32%*	*33%*

   d.   Companies or brands

	8/4-5, 2020	10/12-13, 2021	2/14-15, 2023
Trust a great deal	4%	8%	6%
Trust a little	27%	29%	34%
Neither trust nor distrust	45%	40%	37%
Distrust a little	17%	17%	18%
Distrust a great deal	7%	6%	5%
Trust (Net)	*31%*	*37%*	*39%*
Distrust (Net)	*24%*	*23%*	*23%*

   e.   Influencers

	8/4-5, 2020	10/12-13, 2021	2/14-15, 2023
Trust a great deal	3%	4%	3%
Trust a little	12%	15%	16%
Neither trust nor distrust	36%	36%	33%
Distrust a little	25%	22%	27%
Distrust a great deal	23%	22%	20%
Trust (Net)	*16%*	*19%*	*19%*
Distrust (Net)	*48%*	*45%*	*47%*

   f.   Internet search results tailored to you by an algorithm

	2/14-15, 2023
Trust a great deal	5%
Trust a little	26%
Neither trust nor distrust	39%
Distrust a little	20%
Distrust a great deal	9%
Trust (Net)	*32%*
Distrust (Net)	*29%*

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

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10. In general, how much do you trust the information you receive from the following sources?
    (Continued)

    g. Internet search results generated by AI

	2/14-15, 2023
Trust a great deal	5%
Trust a little	22%
Neither trust nor distrust	42%
Distrust a little	20%
Distrust a great deal	11%
Trust (Net)	27%
Distrust (Net)	31%

11. How concerned are you, if at all, about being the victim of potential scams or fraud (e.g., identity theft, hacking, phishing) on the following?
    Concerned Summary

	2/14-15, 2023
Websites that save or store your credit card information	71%
Social media	59%
Email	59%
Online vending platforms (e.g., CraigsList, OfferUp, PoshMark)	53%
Text messages	48%
Dating apps	38%

    a. Social media

	2/14-15, 2023
Very concerned	24%
Somewhat concerned	35%
Not very concerned	21%
Not at all concerned	11%
Don't know/Not applicable	9%
Concerned (Net)	59%
Not Concerned (Net)	32%

    b. Dating apps

	2/14-15, 2023
Very concerned	21%
Somewhat concerned	17%
Not very concerned	9%
Not at all concerned	11%
Don't know/Not applicable	42%
Concerned (Net)	38%
Not Concerned (Net)	20%

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

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11. How concerned are you, if at all, about being the victim of potential scams or fraud (e.g., identity theft, hacking, phishing) on the following? *(Continued)*

c. Email

	2/14-15, 2023
Very concerned	22%
Somewhat concerned	37%
Not very concerned	26%
Not at all concerned	11%
Don't know/Not applicable	4%
Concerned (Net)	*59%*
Not Concerned (Net)	*37%*

d. Text messages

	2/14-15, 2023
Very concerned	17%
Somewhat concerned	31%
Not very concerned	31%
Not at all concerned	15%
Don't know/Not applicable	6%
Concerned (Net)	*48%*
Not Concerned (Net)	*46%*

e. Online vending platforms (e.g., CraigsList, OfferUp, PoshMark)

	2/14-15, 2023
Very concerned	22%
Somewhat concerned	31%
Not very concerned	20%
Not at all concerned	9%
Don't know/Not applicable	18%
Concerned (Net)	*53%*
Not Concerned (Net)	*29%*

f. Websites that save or store your credit card information

	2/14-15, 2023
Very concerned	31%
Somewhat concerned	40%
Not very concerned	18%
Not at all concerned	6%
Don't know/Not applicable	5%
Concerned (Net)	*71%*
Not Concerned (Net)	*24%*

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

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

	1/18-19, 2023	1/31-2/1, 2023	2/14-15, 2023
Very familiar	18%	18%	15%
Somewhat familiar	55%	56%	55%
Not familiar	22%	23%	25%
Don't know	5%	3%	4%

13. Now, if AI were to be more widely used by the following, would that make you trust them more, less or the same?
Trust More Summary

	2/14-15, 2023
Reviews from other users or customers of a product or service (i.e. Yelp, Amazon reviews, etc.)	19%
Internet search results generated by AI	19%
Articles shared on social media by friends or acquaintances	18%
Internet search results tailored to you by an algorithm	18%
Companies or brands	17%
Television advertising	13%
Influencers	13%

a. Television advertising

	2/14-15, 2023
Trust a great deal more	4%
Trust a little more	10%
Trust the same amount	45%
Distrust a little more	20%
Distrust a great deal more	10%
Don't know	11%
Trust more (Net)	*13%*
Distrust more (Net)	*30%*

b. Reviews from other users or customers of a product or service (i.e. Yelp, Amazon reviews, etc.)

	2/14-15, 2023
Trust a great deal more	5%
Trust a little more	14%
Trust the same amount	38%
Distrust a little more	20%
Distrust a great deal more	11%
Don't know	11%
Trust more (Net)	*19%*
Distrust more (Net)	*32%*

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

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13. Now, if AI were to be more widely used by the following, would that make you trust them more, less or the same? *(Continued)*

c. Articles shared on social media by friends or acquaintances

	2/14-15, 2023
Trust a great deal more	5%
Trust a little more	14%
Trust the same amount	37%
Distrust a little more	20%
Distrust a great deal more	12%
Don't know	12%
Trust more (Net)	*18%*
Distrust more (Net)	*32%*

d. Companies or brands

	2/14-15, 2023
Trust a great deal more	5%
Trust a little more	12%
Trust the same amount	41%
Distrust a little more	20%
Distrust a great deal more	10%
Don't know	12%
Trust more (Net)	*17%*
Distrust more (Net)	*30%*

e. Influencers

	2/14-15, 2023
Trust a great deal more	4%
Trust a little more	9%
Trust the same amount	34%
Distrust a little more	22%
Distrust a great deal more	17%
Don't know	14%
Trust more (Net)	*13%*
Distrust more (Net)	*39%*

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

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13. Now, if AI were to be more widely used by the following, would that make you trust them more, less or the same? *(Continued)*

    f.   Internet search results tailored to you by an algorithm

	2/14-15, 2023
Trust a great deal more	4%
Trust a little more	13%
Trust the same amount	39%
Distrust a little more	19%
Distrust a great deal more	11%
Don't know	13%
Trust more (Net)	*18%*
Distrust more (Net)	*30%*

    g.   Internet search results generated by AI

	2/14-15, 2023
Trust a great deal more	6%
Trust a little more	13%
Trust the same amount	40%
Distrust a little more	17%
Distrust a great deal more	11%
Don't know	13%
Trust more (Net)	*19%*
Distrust more (Net)	*28%*

14. As you may know, AI tools are already being used to create text, images, videos, and movies. For each of the following, please indicate how much you would prefer human-driven content or AI-driven content.
Prefer Human-driven Content Summary

	2/14-15, 2023
Online news articles or websites	69%
Photojournalism, or pictures for a news story	69%
Videos for personal use	65%
Photos and illustration for artistic purposes	64%
Customer marketing websites	60%
Movies for streaming networks or theatrical release	58%

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

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14. As you may know, AI tools are already being used to create text, images, videos, and movies. For each of the following, please indicate how much you would prefer human-driven content or AI-driven content. *(Continued)*

a. Online news articles or websites

	2/14-15, 2023
Strongly prefer human-driven content	39%
Somewhat prefer human-driven content	30%
Somewhat prefer AI-driven content	10%
Strongly prefer AI-driven content	2%
Don't know/No preference	19%
Prefer Human-driven Content (Net)	*69%*
Prefer AI-driven Content (Net)	*12%*

a. Customer marketing websites

	2/14-15, 2023
Strongly prefer human-driven content	30%
Somewhat prefer human-driven content	30%
Somewhat prefer AI-driven content	12%
Strongly prefer AI-driven content	3%
Don't know/No preference	25%
Prefer Human-driven Content (Net)	*60%*
Prefer AI-driven Content (Net)	*15%*

b. Photojournalism, or pictures for a news story

	2/14-15, 2023
Strongly prefer human-driven content	40%
Somewhat prefer human-driven content	29%
Somewhat prefer AI-driven content	8%
Strongly prefer AI-driven content	4%
Don't know/No preference	19%
Prefer Human-driven Content (Net)	*69%*
Prefer AI-driven Content (Net)	*12%*

c. Photos and illustration for artistic purposes

	2/14-15, 2023
Strongly prefer human-driven content	37%
Somewhat prefer human-driven content	27%
Somewhat prefer AI-driven content	11%
Strongly prefer AI-driven content	3%
Don't know/No preference	22%
Prefer Human-driven Content (Net)	*64%*
Prefer AI-driven Content (Net)	*14%*

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

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14. As you may know, AI tools are already being used to create text, images, videos, and movies. For each of the following, please indicate how much you would prefer human-driven content or AI-driven content. *(Continued)*

    d. Movies for streaming networks or theatrical release

	2/14-15, 2023
Strongly prefer human-driven content	32%
Somewhat prefer human-driven content	26%
Somewhat prefer AI-driven content	14%
Strongly prefer AI-driven content	4%
Don't know/No preference	23%
Prefer Human-driven Content (Net)	*58%*
Prefer AI-driven Content (Net)	*18%*

    e. Videos for personal use

	2/14-15, 2023
Strongly prefer human-driven content	37%
Somewhat prefer human-driven content	27%
Somewhat prefer AI-driven content	10%
Strongly prefer AI-driven content	3%
Don't know/No preference	23%
Prefer Human-driven Content (Net)	*65%*
Prefer AI-driven Content (Net)	*13%*

15. Thinking about the Super Bowl last weekend, did you…

	2/14-15, 2023
Watch at home by myself, or with my immediate family	43%
Watch at a Super Bowl party with friends	15%
Only watch highlights afterwards	6%
Watch at a bar or restaurant	4%
Not watch the Super Bowl or any highlights	32%

16. When watching the Super Bowl, did you do the following, or not?
    Yes Summary

	Watched the Super Bowl (N=686)
Drink non-alcoholic beverages	60%
Watch the game in the background while doing other things	46%
[IF AGE 21+] Drink alcoholic beverages	45%
Get food delivered using a food delivery app (e.g., Uber Eats, DoorDash, Grubhub)	22%
Only tune in for the halftime show	16%

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

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16. When watching the Super Bowl, did you do the following, or not? *(Continued)*

     a. **[IF AGE 21+]** Drink alcoholic beverages

	2/14-15, 2023 (N=668)
Yes	45%
No	55%

     b. Drink non-alcoholic beverages

	2/14-15, 2023 (N=686)
Yes	60%
No	40%

     c. Get food delivered using a food delivery app (e.g., Uber Eats, DoorDash, Grubhub)

	2/14-15, 2023 (N=686)
Yes	22%
No	78%

     d. Watch the game in the background while doing other things

	2/14-15, 2023 (N=686)
Yes	46%
No	54%

     e. Only tune in for the halftime show

	2/14-15, 2023 (N=686)
Yes	16%
No	84%

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

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PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are some of the findings of the sixty-nineth wave of an Ipsos poll conducted between February 14 – 15, 2023. For this survey, a sample of 1,109 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

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

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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 sixty-seventh wave was conducted January 18-19, 2023, among 1,119 adults
- The sixty-eight wave was conducted January 31-February 1, 2023, among 1,118 adults
- The sixty-ninth wave was conducted February 14-15, 2023, among 1,109 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=1,109, DEFF=1.5, adjusted Confidence Interval=+/-5.1 percentage points).

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

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

For more information on this news release, please contact:
Mallory Newall
Vice President, US
Public Affairs
+1 202 420-2014
mallory.newall@ipsos.com

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

GAME CHANGERS

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.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD).ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

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