

#### **Ipsos Poll on Consumer Behavior During COVID-19**

Washington, DC, February 2, 2023

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

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	Working at my workplace only	Working from home only	Working both from home and at my workplace
1/31-2/1,2023 (N=592)	57%	25%	18%
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%

2. How concerned are you, if at all, about the possibility of each of the following happening in the next six months?

Concerned summary

	1/31-2/1, 2023
The U.S. not raising the debt ceiling and defaulting on its debt	60%
[ASKED ONLY IF EMPLOYED] Losing shifts or working fewer hours(N=592)	41%
[ASKED ONLY IF WORKING FROM HOME OR HYBRID] Having to work longer	39%
hours( <b>N=592</b> )	
[ASKED ONLY IF EMPLOYED] Having to return to your office/workplace more	36%
frequently(N=264)	
You or someone in your household being fired or laid off	32%



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2. How concerned are you, if at all, about the possibility of each of the following happening in the next six months? (continued)

a) You or someone in your household being fired or laid off

	1/31-2/1, 2023 Total (N=1118)
Very concerned	15%
Somewhat concerned	16%
Not very concerned	25%
Not at all concerned	39%
Don't know	4%
Concerned (Net)	32%
Not concerned (Net)	65%

b) [ASKED ONLY IF EMPLOYED] Having to work longer hours

	1/31-2/1, 2023 (N=592)
Very concerned	13%
Somewhat concerned	26%
Not very concerned	35%
Not at all concerned	25%
Don't know	1%
Concerned (Net)	39%
Not concerned (Net)	60%

c) [ASKED ONLY IF WORKING FROM HOME OR HYBRID] Having to return to your

office/workplace more frequently

	1/31-2/1, 2023 (N=264)
Very concerned	10%
Somewhat concerned	26%
Not very concerned	28%
Not at all concerned	32%
Don't know	4%
Concerned (Net)	36%
Not concerned (Net)	60%



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2. How concerned are you, if at all, about the possibility of each of the following happening in the next six months? *(continued)* 

d) [ASKED ONLY IF EMPLOYED] Losing shifts or working fewer hours Base:

employed

	1/31-2/1, 2023 (N=592)
Very concerned	16%
Somewhat concerned	25%
Not very concerned	26%
Not at all concerned	32%
Don't know	2%
Concerned (Net)	41%
Not concerned (Net)	57%

e) The U.S. not raising the debt ceiling and defaulting on its debt

	1/31-2/1, 2023
Very concerned	22%
Somewhat concerned	38%
Not very concerned	21%
Not at all concerned	9%
Don't know	10%
Concerned (Net)	60%
Not concerned (Net)	30%

3. When shopping for food and groceries, which method are you most likely to use for the type of shopping trip you are taking?

a) Immediate needs (buying a particular item that you need now/shopping outside

of a routine trip)

	1/31-2/1, 2023
In-store visit	78%
Buy online for in-store or curbside pickup	14%
Delivery	8%

b) Routine (regular trip that you might make weekly or so)

	1/31-2/1, 2023
In-store visit	78%
Buy online for in-store or curbside pickup	13%
Delivery	8%





3. When shopping for food and groceries, which method are you most likely to use for the type of shopping trip you are taking? *(continued)* 

c) Stock-up (less frequent, higher volume trips that often include household items or extra things not on your routine shopping list)

	1/31-2/1, 2023
In-store visit	72%
Buy online for in-store or curbside pickup	17%
Delivery	10%

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

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

5. **[ASKED ONLY IF EMPLOYED]** How likely, if at all, do you think it is that Al will change how you do your current job in the next 5 years?

	1/31-2/1, 2023 (N=592)
Very likely	17%
Somewhat likely	29%
Not so likely	26%
Not at all likely	19%
Don't know	9%
Likely (Net)	46%
Not likely (Net)	45%

6. **[ASKED ONLY IF EMPLOYED]** How likely, if at all, do you think it is that Al will replace your current job in the next 5 years?

	1/31-2/1, 2023 (N=592)
Very likely	11%
Somewhat likely	19%
Not so likely	27%
Not at all likely	34%
Don't know	9%
Likely (Net)	30%
Not likely (Net)	61%



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7. Please indicate how much you agree or disagree with the following statements. *Agree summary* 

	1/31-2/1, 2023
The government should take action to prevent the potential loss of jobs due to Al	64%
Increased use of Al will lead to more income inequality and a more polarized society	50%
Increased use of Al will lead to more efficient and sustainable use of natural resources	45%
Increased use of AI will lead to more transparency and accountability in corporate decision-making	39%
The potential benefits of AI, such as increased efficiency and productivity, outweigh the potential job loss	38%
Al will create new jobs and opportunities to make up for the jobs that are lost	38%
Increased use of AI will lead to more diversity and inclusion in the workforce	32%

 The potential benefits of AI, such as increased efficiency and productivity, outweigh the potential job loss

	1/31-2/1, 2023
Strongly agree	11%
Somewhat agree	27%
Somewhat disagree	26%
Strongly disagree	17%
Don't know	19%
Agree (Net)	38%
Disagree (Net)	43%

b) Al will create new jobs and opportunities to make up for the jobs that are lost

	1/31-2/1, 2023
Strongly agree	12%
Somewhat agree	27%
Somewhat disagree	26%
Strongly disagree	16%
Don't know	20%
Agree (Net)	38%
Disagree (Net)	42%

c) The government should take action to prevent the potential loss of jobs due to Al

	1/31-2/1, 2023
Strongly agree	30%
Somewhat agree	34%
Somewhat disagree	12%
Strongly disagree	7%
Don't know	17%
Agree (Net)	64%
Disagree (Net)	19%





- 7. Please indicate how much you agree or disagree with the following statements. (continued)
- d) Increased use of AI will lead to more diversity and inclusion in the workforce

	1/31-2/1, 2023
Strongly agree	11%
Somewhat agree	21%
Somewhat disagree	26%
Strongly disagree	18%
Don't know	24%
Agree (Net)	32%
Disagree (Net)	44%

e) Increased use of Al will lead to more efficient and sustainable use of natural resources

	1/31-2/1, 2023
Strongly agree	12%
Somewhat agree	33%
Somewhat disagree	20%
Strongly disagree	11%
Don't know	24%
Agree (Net)	45%
Disagree (Net)	31%

f) Increased use of Al will lead to more income inequality and a more polarized society

	1/31-2/1,
	2023
Strongly agree	18%
Somewhat agree	31%
Somewhat disagree	18%
Strongly disagree	8%
Don't know	25%
Agree (Net)	50%
Disagree (Net)	26%

g) Increased use of AI will lead to more transparency and accountability in corporate decisionmaking

	1/31-2/1, 2023
Strongly agree	10%
Somewhat agree	29%
Somewhat disagree	23%
Strongly disagree	15%
Don't know	23%
Agree (Net)	39%
Disagree (Net)	38%





8. The following questions are about the automated chat feature many business web sites have added for certain customer service tasks. Have you chatted with an automated customer service chatbot before?

	1/31-2/1, 2023
Yes	68%
No	25%
Don't know	8%

9. **[ASKED ONLY IF Q8=Yes**] When chatting with customer service chatbots, how often, if at all, are they able to resolve your issue without sending you to a live representative?

	1/31-2/1, 2023 (N=770)
Often	11%
Sometimes	36%
Rarely	38%
Never	13%
Don't know	*
Often/sometimes (Net)	48%
Rarely/never (Net)	52%

10. [ASKED ONLY IF Q8=Yes] Thinking of your experience(s) with customer service chatbots, how much do you agree or disagree with the following?
Agree summary

Agree summary	1/31-2/1, 2023 (N=770)
I prefer to talk to a person when I need customer service help	88%
My problems usually need to be solved by a live customer service representative	85%
Customer service chatbots are frustrating	77%
Most of the time, the chatbot can solve my problem effectively	35%

a) Most of the time, the chatbot can solve my problem effectively

	1/31-2/1, 2023 (N=770)
Strongly agree	8%
Somewhat agree	27%
Somewhat disagree	28%
Strongly disagree	36%
Don't know	1%
Agree (Net)	35%
Disagree (Net)	64%



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- 10. **[ASKED ONLY IF Q8=Yes**] Thinking of your experience(s) with customer service chatbots, how much do you agree or disagree with the following? *(continued)* 
  - b) My problems usually need to be solved by a live customer service representative

	1/31-2/1, 2023 (N=770)
Strongly agree	48%
Somewhat agree	36%
Somewhat disagree	11%
Strongly disagree	2%
Don't know	2%
Agree (Net)	85%
Disagree (Net)	13%

c) Customer service chatbots are frustrating

	1/31-2/1, 2023 (N=770)
Strongly agree	42%
Somewhat agree	36%
Somewhat disagree	17%
Strongly disagree	4%
Don't know	2%
Agree (Net)	77%
Disagree (Net)	21%

d) I prefer to talk to a person when I need customer service help

	1/31-2/1, 2023 (N=770)
Strongly agree	62%
Somewhat agree	26%
Somewhat disagree	9%
Strongly disagree	3%
Don't know	1%
Agree (Net)	88%
Disagree (Net)	11%

11. Thinking about the upcoming Super Bowl in February, do you plan to watch? If so, how?

	1/31-2/1, 2023
I plan to watch at home by myself, or with my immediate family	37%
I don't plan to watch the Super Bowl or any highlights	26%
I plan to watch at a Super Bowl party with friends	15%
I plan to watch, but not sure how	9%
I don't plan to watch the Super Bowl, but will watch highlights afterwards	8%
I plan to watch at a bar or restaurant	5%





12. **[Only asked if planning to watch the Super Bowl]** When watching the Super Bowl, do you plan to do the following, or not?

Yes summary

	1/31-2/1, 2023 (N=750)
Drink non-alcoholic beverages	67%
[IF AGE 21+] Drink alcoholic beverages (N=731)	62%
Watching the game in the background while doing other things	51%
Place informal bets with friends or coworkers (squares, office pool, etc.)	34%
Get food delivered using a food delivery app (e.g., Uber Eats, DoorDash, Grubhub)	33%
Place official bets on online betting sites like DraftKings or FanDuel	19%
Only tune in for the halftime show	19%

No summary

	1/31-2/1, 2023 (N=750)
Place official bets on online betting sites like DraftKings or FanDuel	81%
Only tune in for the halftime show	81%
Get food delivered using a food delivery app (e.g., Uber Eats, DoorDash, Grubhub)	67%
Place informal bets with friends or coworkers (squares, office pool, etc.)	66%
Watching the game in the background while doing other things	49%
[IF AGE 21+] Drink alcoholic beverages (N=731)	38%
Drink non-alcoholic beverages	33%

13. Thinking again about the upcoming Super Bowl in February, to what extent do you agree or disagree with the following statements?

Total Agree Summary

	1/31-2/1, 2023
I am excited for the	
advertisements during the Super	46%
Bowl	
I am more excited for the	
advertisements during the Super	33%
Bowl than the game itself	
I am excited for the halftime	32%
show featuring Rihanna	J2 /0
I only watch the Super Bowl if I	
care about the team(s) who are	27%
playing that year	
I only watch the Super Bowl if I	10%
have bet on the game	10 /0

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13. Thinking again about the upcoming Super Bowl in February, to what extent do you agree or disagree with the following statements? *(continued)* 

a) I am excited for the advertisements during the Super Bowl

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	10/13-14, 2020	2/2-3, 2021	2/1-3, 2022	1/31-2/1, 2023
Strongly agree	12%	11%	15%	19%
Somewhat agree	24%	26%	27%	27%
Neither agree nor disagree	29%	29%	27%	24%
Somewhat disagree	12%	13%	9%	11%
Strongly disagree	17%	16%	16%	18%
Don't know	6%	5%	6%	2%
Agree (Net)	37%	37%	42%	46%
Disagree (Net)	28%	29%	24%	28%

b) I am more excited for the advertisements during the Super Bowl than the game itself

	2/1-3, 2022	1/31-2/1, 2023
Strongly agree	15%	14%
Somewhat agree	21%	20%
Neither agree nor disagree	26%	23%
Somewhat disagree	13%	15%
Strongly disagree	18%	26%
Don't know	7%	3%
Agree (Net)	36%	33%
Disagree (Net)	31%	41%

c) I am excited for the halftime show featuring Rihanna

	1/31-2/1, 2023
Strongly agree	16%
Somewhat agree	16%
Neither agree nor disagree	25%
Somewhat disagree	13%
Strongly disagree	27%
Don't know	3%
Agree (Net)	32%
Disagree (Net)	40%





- 13. Thinking again about the upcoming Super Bowl in February, to what extent do you agree or disagree with the following statements? *(continued)* 
  - d) I only watch the Super Bowl if I care about the team(s) who are playing that year

	1/31-2/1, 2023
Strongly agree	9%
Somewhat agree	18%
Neither agree nor disagree	22%
Somewhat disagree	19%
Strongly disagree	30%
Don't know	2%
Agree (Net)	27%
Disagree (Net)	49%

e) I only watch the Super Bowl if I have bet on the game

	1/31-2/1, 2023
Strongly agree	4%
Somewhat agree	6%
Neither agree nor disagree	14%
Somewhat disagree	13%
Strongly disagree	59%
Don't know	4%
Agree (Net)	10%
Disagree (Net)	72%

14. [Only asked if single] Have you ever been married?

	1/31-2/1, 2023 (N=353)
Yes	2%
No	98%

15. **[Only asked if single and never married]** Do you want to be married someday? **[Only asked if divorced or widowed]** Do you want to be married again someday?

	1/31-2/1, 2023 (N=516)
Yes	44%
No	32%
I don't know	24%





16. How, if at all, do you plan to observe Valentine's Day?

	1/31-2/1, 2023
I don't plan to celebrate	36%
Buying a gift	22%
Staying in for a romantic night	20%
Buying a card	20%
Going out on a date	19%
Making a homemade gift	8%
Celebrating with friends	7%
Having an "anti-Valentine's Day" party or gathering	3%
Other	3%
I don't know	9%





#### **About the Study**

These are some of the findings of the sixty-seventh wave of an Ipsos poll conducted between January 31- February 1, 2023. 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



# lpsos PUBLIC POLL FIND

#### 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 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 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=+/-5.1 percentage points).





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

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