



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, March 30, 2023

1. 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
3/28-29, 2023 (N=1,120)	8%	9%	25%	18%	40%
3/14-15, 2023	6%	7%	24%	19%	44%
2/28-3/1, 2023	6%	9%	26%	22%	38%
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%



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1. 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
6/8-9, 2021	5%	11%	35%	31%	18%
5/25-26, 2021	6%	12%	39%	25%	17%
5/11-12, 2021	6%	12%	37%	26%	19%
4/27-28, 2021	5%	13%	41%	26%	16%
4/13-14, 2021	4%	15%	43%	23%	15%
3/30-31, 2021	8%	13%	41%	22%	15%
3/15-16, 2021	6%	14%	42%	24%	14%
3/2-3, 2021	6%	17%	43%	24%	10%
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%





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2. **[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
3/28-29, 2023 (N=620)	46%	24%	30%
3/14-15, 2023 (N=625)	55%	25%	20%
2/28-3/1, 2023 (N=616)	61%	20%	19%
2/14-15, 2023 (N=603)	56%	24%	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%

3. When thinking about your shopping preferences, how much do you agree or disagree with the following statements?

Agree Summary

	3/29-30, 2022	3/28-29, 2023
I want to be able to shop online seamlessly across my devices (e.g. smartphone, tablet, and computer)	62%	67%
When talking to customer service or a sales representative in person, I expect better and faster service than other channels like phone, email, or online chat	70%	66%
I am more likely to remember a negative shopping experience than a positive one	62%	59%
I prefer talking to customer service via phone than over email or online chat	55%	53%
I usually look online to see if an item is in stock before going into a store	47%	49%





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3. When thinking about your shopping preferences, how much do you agree or disagree with the following statements? (Continued)

a. I want to be able to shop online seamlessly across my devices (e.g. smartphone, tablet, and computer)

	3/29-30, 2022	3/28-29, 2023
Strongly agree	29%	30%
Somewhat agree	33%	37%
Neither agree nor disagree	27%	21%
Somewhat disagree	7%	7%
Strongly disagree	5%	5%
Agree (Net)	62%	67%
Disagree (Net)	11%	12%

b. When talking to customer service or a sales representative in person, I expect better and faster service than other channels like phone, email, or online chat

	3/29-30, 2022	3/28-29, 2023
Strongly agree	31%	26%
Somewhat agree	40%	40%
Neither agree nor disagree	21%	24%
Somewhat disagree	6%	8%
Strongly disagree	3%	2%
Agree (Net)	70%	66%
Disagree (Net)	9%	10%

c. I am more likely to remember a negative shopping experience than a positive one

	3/29-30, 2022	3/28-29, 2023
Strongly agree	26%	22%
Somewhat agree	36%	37%
Neither agree nor disagree	28%	27%
Somewhat disagree	8%	10%
Strongly disagree	2%	4%
Agree (Net)	62%	59%
Disagree (Net)	10%	14%

d. I prefer talking to customer service via phone than over email or online chat

	3/29-30, 2022	3/28-29, 2023
Strongly agree	27%	25%
Somewhat agree	28%	28%
Neither agree nor disagree	24%	21%
Somewhat disagree	15%	17%
Strongly disagree	7%	9%
Agree (Net)	55%	53%
Disagree (Net)	22%	26%





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3. When thinking about your shopping preferences, how much do you agree or disagree with the following statements? (Continued)

e. I usually look online to see if an item is in stock before going into a store

	3/29-30, 2022	3/28-29, 2023
Strongly agree	18%	16%
Somewhat agree	29%	33%
Neither agree nor disagree	27%	26%
Somewhat disagree	15%	15%
Strongly disagree	11%	10%
Agree (Net)	47%	49%
Disagree (Net)	26%	25%

4. How important, if at all, is the availability of the following technology enhancements to your retail shopping? Please rate the importance of each item on a scale from 1 to 10, where 1 means it is not at all important to you, and 10 means it is extremely important. You may use any number from 1-10.

Mean Summary

	3/29-30, 2022	3/28-29, 2023
Self-checkout	6.3	6.5
Mobile apps	6.1	6.4
Mobile payment	5.7	6.2
Same-day delivery	5.8	6.2
Scan & Go	5.3	5.8
Click and collect, or curbside pickup	5.4	5.6
Cashierless stores, also known as checkout-free or just walk out stores	4.8	4.9
Video displays	4.7	4.9
Voice ordering	4.3	4.3
Robotic/autonomous delivery	4	3.8

a. Click and collect, or curbside pickup

	3/29-30, 2022	3/28-29, 2023
10 – Extremely important	13%	15%
9	7%	6%
8	11%	8%
7	10%	9%
6	9%	12%
5	11%	13%
4	7%	7%
3	5%	7%
2	4%	4%
1 – Not important at all	22%	16%
Don't know/Never heard of this	2%	3%
Mean	5.4	5.6





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4. How important, if at all, is the availability of the following technology enhancements to your retail shopping? Please rate the importance of each item on a scale from 1 to 10, where 1 means it is not at all important to you, and 10 means it is extremely important. You may use any number from 1-10. *(Continued)*

b. Cashierless stores, also known as checkout-free or just walk out stores

	3/29-30, 2022	3/28-29, 2023
10 – Extremely important	9%	9%
9	5%	5%
8	8%	8%
7	9%	7%
6	8%	9%
5	12%	13%
4	6%	7%
3	5%	7%
2	5%	5%
1 – Not important at all	26%	22%
Don't know/Never heard of this	8%	7%
Mean	4.8	4.9

c. Self-checkout

	3/29-30, 2022	3/28-29, 2023
10 – Extremely important	16%	20%
9	11%	9%
8	15%	14%
7	13%	12%
6	9%	10%
5	10%	12%
4	3%	4%
3	4%	5%
2	3%	2%
1 – Not important at all	13%	10%
Don't know/Never heard of this	1%	1%
Mean	6.3	6.5

d. Mobile payment

	3/29-30, 2022	3/28-29, 2023
10 – Extremely important	15%	20%
9	9%	6%
8	11%	13%
7	10%	10%
6	8%	9%
5	12%	13%
4	5%	6%
3	5%	6%
2	4%	3%
1 – Not important at all	20%	12%
Don't know/Never heard of this	2%	1%
Mean	5.7	6.2



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4. How important, if at all, is the availability of the following technology enhancements to your retail shopping? Please rate the importance of each item on a scale from 1 to 10, where 1 means it is not at all important to you, and 10 means it is extremely important. You may use any number from 1-10. *(Continued)*

f. Mobile apps

	3/29-30, 2022	3/28-29, 2023
10 – Extremely important	19%	21%
9	6%	7%
8	12%	17%
7	12%	11%
6	11%	9%
5	10%	11%
4	4%	4%
3	5%	4%
2	3%	3%
1 – Not important at all	16%	13%
Don't know/Never heard of this	2%	1%
Mean	6.1	6.4

g. Scan & Go

	3/29-30, 2022	3/28-29, 2023
10 – Extremely important	13%	14%
9	5%	6%
8	10%	12%
7	9%	13%
6	10%	11%
5	12%	11%
4	5%	5%
3	5%	6%
2	5%	4%
1 – Not important at all	20%	14%
Don't know/Never heard of this	5%	5%
Mean	5.3	5.8

h. Same-day delivery

	3/29-30, 2022	3/28-29, 2023
10 – Extremely important	15%	19%
9	8%	6%
8	11%	13%
7	11%	13%
6	9%	13%
5	14%	11%
4	4%	5%
3	5%	4%
2	5%	4%
1 – Not important at all	17%	12%
Don't know/Never heard of this	2%	1%
Mean	5.8	6.2



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4. How important, if at all, is the availability of the following technology enhancements to your retail shopping? Please rate the importance of each item on a scale from 1 to 10, where 1 means it is not at all important to you, and 10 means it is extremely important. You may use any number from 1-10. *(Continued)*

i. Robotic/autonomous delivery

	3/29-30, 2022	3/28-29, 2023
10 – Extremely important	4%	5%
9	6%	3%
8	6%	5%
7	6%	4%
6	7%	8%
5	10%	13%
4	6%	7%
3	7%	10%
2	6%	9%
1 – Not important at all	33%	30%
Don't know/Never heard of this	9%	7%
Mean	4	3.8

j. Voice ordering

	3/29-30, 2022	3/28-29, 2023
10 – Extremely important	6%	8%
9	4%	4%
8	5%	4%
7	9%	5%
6	8%	8%
5	11%	12%
4	6%	7%
3	6%	12%
2	6%	5%
1 – Not important at all	30%	28%
Don't know/Never heard of this	10%	6%
Mean	4.3	4.3

k. Video displays

	3/29-30, 2022	3/28-29, 2023
10 – Extremely important	7%	9%
9	5%	3%
8	9%	8%
7	8%	11%
6	9%	9%
5	14%	18%
4	6%	9%
3	7%	7%
2	5%	5%
1 – Not important at all	25%	19%
Don't know/Never heard of this	6%	3%
Mean	4.7	4.9





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5. Have you ever purchased an item and paid for it in installments rather than paying the full payment when you purchased it?

	3/28-29, 2023
Yes	45%
No	51%
Don't know	4%

6. **[Asked if Yes to Q5]** When you purchased that item and paid over time, which of the following did you use? If you have done this multiple times, think of your most recent experience.

	3/28-29, 2023 (N=509)
Payment plan with a buy-now, pay-later app	35%
Payment plan with the retailer	30%
Credit card	28%
Loan	5%
Something else	2%

7. **[Asked if Yes to Q5]** What types of products have you purchased with an installment or buy-now-pay-later plan?

	3/28-29, 2023 (N=509)
Larger electronics (e.g. TV, computer)	42%
Small electronics (e.g. phone, tablet, camera, speaker/voice assistant)	31%
Home appliances	30%
Clothing or accessories	24%
Housewares	17%
Jewelry	14%
Other	13%
Groceries	12%
Cosmetics and perfume	11%
Experiences (e.g., museum memberships, travel-related gifts, etc.)	10%

8. How much do you agree or disagree with each of the following statements?

Agree Summary

	3/28-29, 2023
Borrowing money from a bank is stressful	67%
Borrowing money from a bank is convenient	54%
Borrowing money from a bank is simple	45%
Borrowing money from a bank is quick	44%
It is too easy to borrow money these days	42%





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8. How much do you agree or disagree with each of the following statements? (*Continued*)

a. Borrowing money from a bank is simple

	3/28-29, 2023
Strongly agree	8%
Somewhat agree	36%
Somewhat disagree	39%
Strongly disagree	16%
<i>Agree (Net)</i>	45%
<i>Disagree (Net)</i>	55%

b. Borrowing money from a bank is quick

	3/28-29, 2023
Strongly agree	9%
Somewhat agree	36%
Somewhat disagree	42%
Strongly disagree	14%
<i>Agree (Net)</i>	44%
<i>Disagree (Net)</i>	56%

c. Borrowing money from a bank is convenient

	3/28-29, 2023
Strongly agree	10%
Somewhat agree	44%
Somewhat disagree	35%
Strongly disagree	11%
<i>Agree (Net)</i>	54%
<i>Disagree (Net)</i>	46%

d. It is too easy to borrow money these days

	3/28-29, 2023
Strongly agree	11%
Somewhat agree	31%
Somewhat disagree	41%
Strongly disagree	17%
<i>Agree (Net)</i>	42%
<i>Disagree (Net)</i>	58%

e. Borrowing money from a bank is stressful

	3/28-29, 2023
Strongly agree	23%
Somewhat agree	44%
Somewhat disagree	26%
Strongly disagree	8%
<i>Agree (Net)</i>	67%
<i>Disagree (Net)</i>	33%





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9. How much do you trust or distrust each of the following types of organizations to maintain the security and privacy of your personal data?

Trust Summary

	5/28-29, 2020	6/8-9, 2020	3/28-29, 2023
Local or community banks	n/a	n/a	62%
Hospitals	65%	62%	62%
Healthcare companies	50%	48%	50%
National health organizations (i.e., National Institute of Health, etc.)	49%	45%	48%
Academic organizations (Universities & Colleges)	47%	43%	47%
National banks	n/a	n/a	46%
Mobile / cellular companies	38%	35%	45%
Local government	42%	41%	38%
State government	43%	39%	37%
Tech companies based in the U.S.	n/a	n/a	37%
Federal government	32%	30%	31%
Social media companies based in the U.S.	n/a	n/a	27%
Social media companies based in China	n/a	n/a	12%
Tech companies based in China	n/a	n/a	11%

a. Federal government

	5/28-29, 2020	6/8-9, 2020	3/28-29, 2023
Trust a great deal	8%	8%	8%
Trust a little	25%	22%	23%
Neither trust nor distrust	22%	26%	25%
Distrust a little	20%	23%	20%
Distrust a great deal	25%	21%	24%
Trust (Net)	32%	30%	31%
Distrust (Net)	45%	44%	44%

b. State government

	5/28-29, 2020	6/8-9, 2020	3/28-29, 2023
Trust a great deal	11%	9%	10%
Trust a little	32%	30%	28%
Neither trust nor distrust	23%	27%	25%
Distrust a little	19%	20%	20%
Distrust a great deal	15%	13%	17%
Trust (Net)	43%	39%	37%
Distrust (Net)	34%	33%	38%





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9. How much do you trust or distrust each of the following types of organizations to maintain the security and privacy of your personal data? (*Continued*)

c. Local government

	5/28-29, 2020	6/8-9, 2020	3/28-29, 2023
Trust a great deal	10%	8%	10%
Trust a little	33%	33%	28%
Neither trust nor distrust	27%	29%	28%
Distrust a little	19%	20%	20%
Distrust a great deal	11%	10%	14%
Trust (Net)	42%	41%	38%
Distrust (Net)	30%	30%	34%

d. Social media companies based in the U.S.

	3/28-29, 2023
Trust a great deal	7%
Trust a little	20%
Neither trust nor distrust	27%
Distrust a little	25%
Distrust a great deal	21%
Trust (Net)	27%
Distrust (Net)	47%

e. Social media companies based in China

	3/28-29, 2023
Trust a great deal	4%
Trust a little	8%
Neither trust nor distrust	21%
Distrust a little	19%
Distrust a great deal	48%
Trust (Net)	12%
Distrust (Net)	67%

f. Tech companies based in the U.S.

	3/28-29, 2023
Trust a great deal	8%
Trust a little	29%
Neither trust nor distrust	31%
Distrust a little	21%
Distrust a great deal	11%
Trust (Net)	37%
Distrust (Net)	32%





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9. How much do you trust or distrust each of the following types of organizations to maintain the security and privacy of your personal data? (*Continued*)

g. Tech companies based in China

	3/28-29, 2023
Trust a great deal	4%
Trust a little	7%
Neither trust nor distrust	24%
Distrust a little	21%
Distrust a great deal	44%
<i>Trust (Net)</i>	<i>11%</i>
<i>Distrust (Net)</i>	<i>65%</i>

h. Hospitals

	5/28-29, 2020	6/8-9, 2020	3/28-29, 2023
Trust a great deal	27%	24%	22%
Trust a little	38%	37%	40%
Neither trust nor distrust	20%	25%	21%
Distrust a little	9%	9%	12%
Distrust a great deal	5%	5%	5%
<i>Trust (Net)</i>	<i>65%</i>	<i>62%</i>	<i>62%</i>
<i>Distrust (Net)</i>	<i>14%</i>	<i>14%</i>	<i>17%</i>

i. National health organizations (i.e., National Institute of Health, etc.)

	5/28-29, 2020	6/8-9, 2020	3/28-29, 2023
Trust a great deal	19%	14%	16%
Trust a little	29%	31%	32%
Neither trust nor distrust	30%	33%	27%
Distrust a little	12%	13%	15%
Distrust a great deal	9%	9%	10%
<i>Trust (Net)</i>	<i>49%</i>	<i>45%</i>	<i>48%</i>
<i>Distrust (Net)</i>	<i>21%</i>	<i>22%</i>	<i>25%</i>

j. Academic organizations (Universities & Colleges)

	5/28-29, 2020	6/8-9, 2020	3/28-29, 2023
Trust a great deal	15%	13%	13%
Trust a little	32%	30%	34%
Neither trust nor distrust	33%	33%	32%
Distrust a little	13%	16%	13%
Distrust a great deal	7%	8%	8%
<i>Trust (Net)</i>	<i>47%</i>	<i>43%</i>	<i>47%</i>
<i>Distrust (Net)</i>	<i>20%</i>	<i>23%</i>	<i>21%</i>





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9. How much do you trust or distrust each of the following types of organizations to maintain the security and privacy of your personal data? (*Continued*)

k. National banks

	3/28-29, 2023
Trust a great deal	14%
Trust a little	32%
Neither trust nor distrust	32%
Distrust a little	14%
Distrust a great deal	8%
<i>Trust (Net)</i>	46%
<i>Distrust (Net)</i>	22%

l. Local or community banks

	3/28-29, 2023
Trust a great deal	22%
Trust a little	40%
Neither trust nor distrust	28%
Distrust a little	7%
Distrust a great deal	3%
<i>Trust (Net)</i>	62%
<i>Distrust (Net)</i>	10%

m. Healthcare companies

	5/28-29, 2020	6/8-9, 2020	3/28-29, 2023
Trust a great deal	15%	13%	16%
Trust a little	34%	34%	34%
Neither trust nor distrust	25%	31%	25%
Distrust a little	16%	14%	16%
Distrust a great deal	9%	7%	9%
<i>Trust (Net)</i>	50%	48%	50%
<i>Distrust (Net)</i>	25%	21%	25%

n. Mobile / cellular companies

	5/28-29, 2020	6/8-9, 2020	3/28-29, 2023
Trust a great deal	9%	8%	9%
Trust a little	29%	28%	36%
Neither trust nor distrust	30%	34%	33%
Distrust a little	20%	20%	15%
Distrust a great deal	11%	11%	7%
<i>Trust (Net)</i>	38%	35%	45%
<i>Distrust (Net)</i>	32%	30%	22%





PUBLIC POLL FINDINGS AND METHODOLOGY

10. How safe, if at all, do you feel your savings are at your bank?

	3/28-29, 2023
Very safe	41%
Somewhat safe	44%
Not very safe	6%
Not at all safe	3%
I do not have savings at a bank	6%
Safe (Net)	85%
Unsafe (Net)	9%

11. 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	3/14-15, 2023	3/28-29, 2023
Very familiar	18%	18%	15%	17%	21%
Somewhat familiar	55%	56%	55%	57%	54%
Not familiar	22%	23%	25%	21%	21%
Don't know	5%	3%	4%	5%	4%

12. AI is currently being used for all of the following tasks. How comfortable, if at all, are you having these tasks performed primarily by AI?

Comfortable Summary

	3/28-29, 2023
Analyzing supply chains and logistics	67%
Analyzing data to help companies make decisions	63%
Assessing cyber security threats	59%
Targeting advertising to shoppers	57%
Writing computer code	55%
Screening job applicants	43%
Reading medical tests like x-rays and MRIs	42%

a. Screening job applicants

	3/28-29, 2023
Very comfortable	10%
Somewhat comfortable	33%
Not very comfortable	41%
Not at all comfortable	16%
Comfortable (Net)	43%
Uncomfortable (Net)	57%

b. Reading medical tests like x-rays and MRIs

	3/28-29, 2023
Very comfortable	11%
Somewhat comfortable	31%
Not very comfortable	38%
Not at all comfortable	20%
Comfortable (Net)	42%
Uncomfortable (Net)	58%





PUBLIC POLL FINDINGS AND METHODOLOGY

12. AI is currently being used for all of the following tasks. How comfortable, if at all, are you having these tasks performed primarily by AI? (*Continued*)

c. Analyzing data to help companies make decisions

	3/28-29, 2023
Very comfortable	13%
Somewhat comfortable	50%
Not very comfortable	26%
Not at all comfortable	11%
Comfortable (Net)	63%
Uncomfortable (Net)	37%

d. Assessing cyber security threats

	3/28-29, 2023
Very comfortable	13%
Somewhat comfortable	46%
Not very comfortable	28%
Not at all comfortable	13%
Comfortable (Net)	59%
Uncomfortable (Net)	41%

e. Targeting advertising to shoppers

	3/28-29, 2023
Very comfortable	13%
Somewhat comfortable	44%
Not very comfortable	30%
Not at all comfortable	13%
Comfortable (Net)	57%
Uncomfortable (Net)	43%

f. Analyzing supply chains and logistics

	3/28-29, 2023
Very comfortable	19%
Somewhat comfortable	48%
Not very comfortable	24%
Not at all comfortable	9%
Comfortable (Net)	67%
Uncomfortable (Net)	33%

a. Writing computer code

	3/28-29, 2023
Very comfortable	14%
Somewhat comfortable	41%
Not very comfortable	31%
Not at all comfortable	14%
Comfortable (Net)	55%
Uncomfortable (Net)	45%





PUBLIC POLL FINDINGS AND METHODOLOGY

13. As new AI tools enter the marketplace and gain in usage, do you think the following will get better, get worse, or stay the same?

Get Better Summary

	3/28-29, 2023
Early detection of medical conditions	64%
Energy use	55%
Road safety	51%
White collar job opportunities	38%
Blue collar job opportunities	37%
The "digital divide" between those who have access and skills to use technology and those who don't	36%
The spread of misinformation online	32%

a. The spread of misinformation online

	3/28-29, 2023
Get a lot better	11%
Get a little better	21%
Get a little worse	26%
Get a lot worse	27%
Don't know	15%
<i>Get better (Net)</i>	32%
<i>Get worse (Net)</i>	53%

b. Early detection of medical conditions

	3/28-29, 2023
Get a lot better	18%
Get a little better	46%
Get a little worse	16%
Get a lot worse	4%
Don't know	16%
<i>Get better (Net)</i>	64%
<i>Get worse (Net)</i>	20%

c. Energy use

	3/28-29, 2023
Get a lot better	15%
Get a little better	39%
Get a little worse	17%
Get a lot worse	11%
Don't know	17%
<i>Get better (Net)</i>	55%
<i>Get worse (Net)</i>	28%





PUBLIC POLL FINDINGS AND METHODOLOGY

13. As new AI tools enter the marketplace and gain in usage, do you think the following will get better, get worse, or stay the same? (Continued)

d. Road safety

	3/28-29, 2023
Get a lot better	13%
Get a little better	38%
Get a little worse	23%
Get a lot worse	10%
Don't know	17%
<i>Get better (Net)</i>	51%
<i>Get worse (Net)</i>	33%

e. White collar job opportunities

	3/28-29, 2023
Get a lot better	10%
Get a little better	28%
Get a little worse	28%
Get a lot worse	14%
Don't know	19%
<i>Get better (Net)</i>	38%
<i>Get worse (Net)</i>	43%

f. Blue collar job opportunities

	3/28-29, 2023
Get a lot better	11%
Get a little better	26%
Get a little worse	30%
Get a lot worse	16%
Don't know	17%
<i>Get better (Net)</i>	37%
<i>Get worse (Net)</i>	46%

g. The “digital divide” between those who have access and skills to use technology and those who don't

	3/28-29, 2023
Get a lot better	11%
Get a little better	25%
Get a little worse	25%
Get a lot worse	22%
Don't know	17%
<i>Get better (Net)</i>	36%
<i>Get worse (Net)</i>	47%





PUBLIC POLL FINDINGS AND METHODOLOGY

14. Last summer (the summer of 2022), did you do any of the following?

Yes Summary

	3/15-16, 2021	3/28-29, 2023
Dine out at a restaurant	50%	89%
Go to a shopping center or mall	48%	80%
Go on any overnight trips, by car, more than 100 miles away	33%	60%
Go on any overnight trips, by car, less than 100 miles away	31%	56%
Travel by plane within the U.S.	16%	40%
Use a ride sharing service	16%	39%
Go to a sporting event	10%	38%
[IF PARENT] Send your child(ren) to camp (N=274)	13%	30%
Travel by plane internationally	8%	19%
Go on a cruise	7%	12%

No Summary

	3/15-16, 2021	3/28-29, 2023
Go on a cruise	93%	88%
Travel by plane internationally	92%	81%
[IF PARENT] Send your child(ren) to camp (N=274)	87%	70%
Go to a sporting event	90%	62%
Use a ride sharing service	84%	61%
Travel by plane within the U.S.	84%	60%
Go on any overnight trips, by car, less than 100 miles away	69%	44%
Go on any overnight trips, by car, more than 100 miles away	67%	40%
Go to a shopping center or mall	52%	20%
Dine out at a restaurant	50%	11%





PUBLIC POLL FINDINGS AND METHODOLOGY

15. Thinking ahead to this summer (the summer of 2023), how likely, if at all, are you to do each of the following?

Total Likely Summary

	3/15-16, 2021	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	5/10-11, 2022	3/28-29, 2023
Dine out at a restaurant	78%	76%	78%	79%	83%	85%	87%	87%	87%	91%
Go to a shopping center or mall	74%	71%	71%	75%	79%	79%	82%	81%	N/A	86%
Go on any overnight trips, by car, more than 100 miles away	59%	63%	65%	68%	64%	68%	67%	66%	68%	71%
Go on any overnight trips, by car, less than 100 miles away	58%	64%	65%	70%	65%	68%	66%	67%	69%	69%
Travel by plane within the U.S.	39%	42%	42%	46%	46%	44%	51%	50%	48%	52%
Go to a sporting event	34%	34%	36%	41%	41%	43%	47%	47%	49%	50%
Use a ride sharing service	27%	28%	29%	33%	33%	30%	39%	36%	N/A	44%
[If parent] Send your child(ren) to camp (N=274)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	40%
Travel by plane internationally	21%	22%	22%	26%	24%	22%	29%	30%	29%	26%
Go on a cruise	15%	17%	16%	20%	20%	19%	25%	26%	N/A	26%

a. Go on any overnight trips, by car, less than 100 miles away

	3/15-16, 2021	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	5/10-11, 2022	3/28-29, 2023
Very likely	26%	28%	31%	35%	30%	32%	28%	30%	36%	36%
Somewhat likely	31%	37%	34%	34%	35%	37%	38%	37%	33%	33%
Not very likely	23%	23%	21%	17%	20%	18%	19%	19%	18%	17%
Not at all likely	19%	13%	14%	13%	15%	13%	15%	14%	13%	13%
Likely (Net)	58%	64%	65%	70%	65%	68%	66%	67%	69%	69%
Not likely (Net)	42%	36%	35%	30%	35%	32%	34%	33%	31%	31%





PUBLIC POLL FINDINGS AND METHODOLOGY

15. Thinking ahead to this summer (the summer of 2023), how likely, if at all, are you to do each of the following? (Continued)

b. Go on any overnight trips, by car, more than 100 miles away

	3/15-16, 2021	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	5/10-11, 2022	3/28-29, 2023
Very likely	29%	28%	31%	36%	31%	34%	31%	33%	36%	38%
Somewhat likely	30%	35%	34%	32%	33%	34%	36%	33%	31%	32%
Not very likely	20%	24%	21%	17%	19%	19%	18%	19%	19%	17%
Not at all likely	20%	13%	14%	15%	17%	13%	16%	15%	14%	13%
Likely (Net)	59%	63%	65%	68%	64%	68%	67%	66%	68%	71%
Not likely (Net)	41%	37%	35%	32%	36%	32%	33%	34%	32%	29%

c. Travel by plane within the U.S.

	3/15-16, 2021	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	5/10-11, 2022	3/28-29, 2023
Very likely	19%	18%	19%	23%	22%	22%	24%	24%	26%	29%
Somewhat likely	20%	24%	23%	23%	24%	22%	27%	26%	22%	23%
Not very likely	25%	27%	28%	23%	25%	27%	24%	22%	26%	24%
Not at all likely	36%	30%	30%	31%	28%	28%	25%	28%	27%	25%
Likely (Net)	39%	42%	42%	46%	46%	44%	51%	50%	48%	52%
Not likely (Net)	61%	58%	58%	54%	54%	56%	49%	50%	52%	48%

d. Travel by plane internationally

	3/15-16, 2021	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	5/10-11, 2022	3/28-29, 2023
Very likely	8%	10%	9%	11%	10%	10%	13%	13%	14%	11%
Somewhat likely	13%	12%	13%	15%	13%	11%	16%	17%	15%	15%
Not very likely	22%	25%	25%	24%	27%	25%	23%	22%	22%	32%
Not at all likely	57%	53%	53%	50%	50%	53%	48%	49%	48%	42%
Likely (Net)	21%	22%	22%	26%	24%	22%	29%	30%	29%	26%
Not likely (Net)	79%	78%	78%	74%	76%	78%	71%	70%	71%	74%

e. Dine out at a restaurant

	3/15-16, 2021	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	5/10-11, 2022	3/28-29, 2023
Very likely	46%	42%	45%	48%	46%	56%	60%	56%	57%	66%
Somewhat likely	32%	34%	33%	32%	36%	28%	27%	31%	29%	25%
Not very likely	14%	15%	15%	12%	11%	11%	9%	9%	10%	6%
Not at all likely	8%	9%	8%	9%	7%	4%	4%	4%	4%	2%
Likely (Net)	78%	76%	78%	79%	83%	85%	87%	87%	87%	91%
Not likely (Net)	22%	24%	22%	21%	17%	15%	13%	13%	13%	9%





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15. Thinking ahead to this summer (the summer of 2023), how likely, if at all, are you to do each of the following? (Continued)

f. Go on a cruise

	3/15-16, 2021	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	3/28-29, 2023
Very likely	6%	6%	5%	8%	8%	7%	10%	10%	11%
Somewhat likely	8%	11%	11%	12%	12%	12%	15%	16%	15%
Not very likely	22%	26%	26%	26%	26%	24%	29%	29%	28%
Not at all likely	63%	57%	57%	54%	54%	57%	46%	45%	46%
Likely (Net)	15%	17%	16%	20%	20%	19%	25%	26%	26%
Not likely (Net)	85%	83%	84%	80%	80%	81%	75%	74%	74%

g. Go to a sporting event

	3/15-16, 2021	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	5/10-11, 2022	3/28-29, 2023
Very likely	11%	14%	12%	17%	16%	17%	19%	23%	21%	23%
Somewhat likely	23%	20%	23%	25%	25%	26%	28%	25%	28%	27%
Not very likely	26%	31%	32%	28%	30%	30%	29%	25%	26%	27%
Not at all likely	40%	35%	32%	31%	29%	27%	24%	28%	26%	23%
Likely (Net)	34%	34%	36%	41%	41%	43%	47%	47%	49%	50%
Not likely (Net)	66%	66%	64%	59%	59%	57%	53%	53%	51%	50%

h. [If parent] Send your child(ren) to camp

	3/28-29, 2023 (N=274)
Very likely	19%
Somewhat likely	21%
Not very likely	21%
Not at all likely	39%
Likely (Net)	40%
Not likely (Net)	60%

i. Go to a shopping center or mall

	3/15-16, 2021	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	3/28-29, 2023
Very likely	38%	33%	34%	38%	39%	42%	44%	43%	52%
Somewhat likely	35%	38%	37%	37%	40%	37%	38%	38%	34%
Not very likely	16%	21%	19%	16%	13%	14%	12%	14%	9%
Not at all likely	10%	8%	9%	9%	8%	7%	6%	6%	5%
Likely (Net)	74%	71%	71%	75%	79%	79%	82%	81%	86%
Not likely (Net)	26%	29%	29%	25%	21%	21%	18%	19%	14%





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15. Thinking ahead to this summer (the summer of 2023), how likely, if at all, are you to do each of the following? (*Continued*)

j. Use a ride sharing service

	3/15-16, 2021	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	3/28-29, 2023
Very likely	10%	11%	10%	14%	14%	12%	17%	15%	18%
Somewhat likely	17%	17%	19%	19%	19%	18%	22%	21%	26%
Not very likely	26%	30%	28%	26%	29%	29%	26%	27%	24%
Not at all likely	47%	42%	43%	41%	38%	41%	35%	37%	32%
<i>Likely (Net)</i>	<i>27%</i>	<i>28%</i>	<i>29%</i>	<i>33%</i>	<i>33%</i>	<i>30%</i>	<i>39%</i>	<i>36%</i>	<i>44%</i>
<i>Not likely (Net)</i>	<i>73%</i>	<i>72%</i>	<i>71%</i>	<i>67%</i>	<i>67%</i>	<i>70%</i>	<i>61%</i>	<i>64%</i>	<i>56%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are some of the findings of the seventy-first wave of an Ipsos poll conducted between March 28-29, 2023. For this survey, a sample of 1,120 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 sixty-seventh wave was conducted January 18-19, 2023, among 1,119 adults
- The sixty-eighth 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 seventieth wave was conducted February 28- March 1, 2023 among 1,105 adults
- The seventy-first wave was conducted March 14-15, 2023 among 1,119 adults
- The seventy-second wave was conducted March 28-29, 2023 among 1,120 respondents

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





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Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,119, DEFF=1.5, adjusted Confidence Interval= \pm 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, 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, sixty-ninth, seventieth, seventy-first, and seventy-second waves of this study have a credibility interval of 3.6 percentage points.

For more information on this news release, please contact:

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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.

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

