



# PUBLIC POLL FINDINGS AND METHODOLOGY

## Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, April 14, 2023

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

	<i>High threat (Net)</i>	Very high threat	High threat	Moderate threat	<i>Low threat (Net)</i>	Low threat	Very low threat	Don't know
4/11-12, 2023 (N=1120)	20%	9%	11%	25%	52%	23%	29%	3%
3/14-15, 2023 (N=1119)	13%	5%	8%	26%	58%	27%	31%	3%
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%



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

	<i>High threat (Net)</i>	Very high threat	High threat	Moderate threat	<i>Low threat (Net)</i>	Low threat	Very low threat	Don't know
3/1-2, 2022 (N=1,154)	27%	11%	16%	33%	37%	19%	18%	2%
2/15-16, 2022 (N=1,156)	26%	10%	17%	34%	37%	21%	17%	3%
2/1-3, 2022 (N=2,010)	29%	11%	18%	35%	34%	20%	14%	2%
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%



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

	<i>High threat (Net)</i>	Very high threat	High threat	Moderate threat	<i>Low threat (Net)</i>	Low threat	Very low threat	Don't know
<b>3/30-31, 2021 (N=1,115)</b>	27%	11%	16%	33%	37%	18%	19%	3%
<b>3/2-3, 2021 (N=1,115)</b>	33%	14%	19%	35%	32%	19%	12%	1%
<b>2/17-18, 2021 (N=1,115)</b>	34%	15%	19%	34%	30%	15%	15%	2%
<b>2/2-3, 2021 (N=1,115)</b>	35%	13%	22%	34%	29%	16%	14%	1%
<b>1/20-21, 2021 (N=1,115)</b>	41%	18%	23%	34%	25%	15%	10%	1%
<b>12/9-10, 2020 (N=1,112)</b>	39%	17%	22%	34%	25%	15%	10%	1%
<b>11/24-25, 2020 (N=1,114)</b>	40%	18%	21%	36%	23%	14%	9%	2%
<b>11/10-11, 2020 (N=1,113)</b>	40%	16%	23%	33%	25%	15%	11%	2%
<b>10/27-28, 2020 (N=1,115)</b>	38%	17%	20%	34%	27%	16%	11%	2%
<b>10/13-14, 2020 (N=1,114)</b>	36%	16%	21%	33%	29%	17%	12%	1%
<b>9/29-30, 2020 (N=1,115)</b>	35%	16%	18%	34%	30%	17%	13%	2%
<b>9/15-16, 2020 (N=1,113)</b>	36%	18%	18%	33%	29%	16%	12%	1%
<b>9/1-2, 2020 (N=1,113)</b>	33%	14%	19%	33%	32%	19%	14%	1%
<b>8/18-19, 2020 (N=1,115)</b>	34%	14%	20%	37%	28%	17%	11%	1%
<b>8/4-5, 2020 (N=1,111)</b>	33%	14%	19%	37%	29%	17%	12%	2%
<b>7/21-22, 2020 (N=1,115)</b>	34%	15%	19%	36%	29%	19%	10%	1%
<b>6/23-24, 2020 (N=1,113)</b>	31%	14%	17%	34%	33%	20%	12%	2%
<b>6/8-9, 2020 (N=1,113)</b>	28%	12%	16%	32%	38%	23%	16%	2%
<b>5/28-29, 2020 (N=1,113)</b>	30%	12%	18%	34%	34%	20%	14%	2%
<b>5/14-15, 2020 (N=1,114)</b>	31%	13%	18%	36%	30%	18%	12%	3%
<b>5/4-5, 2020 (N=1,114)</b>	34%	15%	19%	35%	28%	17%	11%	2%
<b>4/27-28, 2020 (N=1,112)</b>	32%	15%	17%	34%	31%	20%	11%	3%
<b>4/17-20, 2020 (N=1,111)</b>	32%	10%	22%	35%	31%	21%	10%	2%



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

	The pandemic has not reached my area, and so far there are no restrictions	I am getting ready for possible new restrictions, preparing, and stockpiling supplies where possible	I am reacting day-by-day to the restrictions and establishing new routines	I have adapted to the restrictions and settled into new routines	It seems restrictions will soon be lifted in my area	I am starting to do some things again that used to be restricted	I am doing most of the things I used to do pre-COVID	I feel the pandemic is behind me and am moving on with life
4/11-12, 2023	3%	4%	8%	11%	3%	6%	27%	38%
3/14-15, 2023	2%	4%	5%	13%	2%	8%	26%	41%
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%





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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
8/31-9/1, 2021	1%	12%	21%	28%	2%	9%	17%	9%
8/18-19, 2021	3%	14%	24%	25%	2%	9%	15%	8%
8/3-4, 2021	3%	11%	22%	22%	2%	13%	17%	10%
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
4/11-12, 2023	6%	13%	39%	42%
3/14-15, 2023	5%	13%	37%	45%
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%



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

	I'm stuck about what to do next	I have a lot of uncertainty	I have some uncertainty	I have no uncertainty
<b>4/13-14, 2021</b>	9%	19%	49%	23%
<b>3/30-31, 2021</b>	9%	23%	48%	20%
<b>3/15-16, 2021</b>	10%	21%	49%	20%
<b>3/2-3, 2021</b>	9%	24%	52%	16%
<b>2/17-18, 2021</b>	10%	26%	46%	18%
<b>2/2-3, 2021</b>	7%	29%	47%	17%
<b>1/20-21, 2021</b>	7%	28%	46%	19%
<b>12/9-10, 2020</b>	9%	28%	46%	17%
<b>11/24-25, 2020</b>	9%	29%	46%	16%
<b>11/10-11, 2020</b>	9%	31%	46%	14%
<b>10/27-28, 2020</b>	12%	32%	42%	13%
<b>10/13-14, 2020</b>	11%	30%	43%	16%
<b>9/29-30, 2020</b>	11%	29%	43%	18%
<b>9/15-16, 2020</b>	10%	29%	43%	18%
<b>9/1-2, 2020</b>	9%	32%	42%	16%
<b>8/18-19, 2020</b>	11%	33%	44%	13%
<b>8/4-5, 2020</b>	9%	31%	45%	15%
<b>7/21-22, 2020</b>	10%	32%	46%	12%
<b>6/23-24, 2020</b>	7%	32%	46%	15%
<b>6/8-9, 2020</b>	7%	30%	46%	18%
<b>5/28-29, 2020</b>	7%	28%	48%	18%
<b>5/14-15, 2020</b>	10%	30%	42%	18%
<b>5/4-5, 2020</b>	9%	33%	44%	15%





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

	5 - Intolerable	4	3	2	1 - Not a problem at all
4/11-12,2023	9%	9%	22%	22%	38%
3/28-29, 2023	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%







## PUBLIC POLL FINDINGS AND METHODOLOGY

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

	5 - Intolerable	4	3	2	1 - Not a problem at all
<b>6/22-23, 2021</b>	4%	11%	35%	28%	21%
<b>6/8-9, 2021</b>	5%	11%	35%	31%	18%
<b>5/25-26, 2021</b>	6%	12%	39%	25%	17%
<b>5/11-12, 2021</b>	6%	12%	37%	26%	19%
<b>4/27-28, 2021</b>	5%	13%	41%	26%	16%
<b>4/13-14, 2021</b>	4%	15%	43%	23%	15%
<b>3/30-31, 2021</b>	8%	13%	41%	22%	15%
<b>3/15-16, 2021</b>	6%	14%	42%	24%	14%
<b>3/2-3, 2021</b>	6%	17%	43%	24%	10%
<b>2/17-18, 2021</b>	5%	17%	44%	21%	12%
<b>2/2-3, 2021</b>	6%	14%	44%	23%	12%
<b>1/20-21, 2021</b>	7%	15%	43%	23%	12%
<b>12/9-10, 2020</b>	6%	18%	44%	21%	11%
<b>11/24-25, 2020</b>	6%	16%	44%	23%	10%
<b>11/10-11, 2020</b>	8%	18%	41%	22%	11%
<b>10/27-28, 2020</b>	8%	15%	45%	21%	11%
<b>10/13-14, 2020</b>	7%	17%	44%	22%	10%
<b>9/29-30, 2020</b>	8%	17%	43%	21%	11%
<b>9/15-16, 2020</b>	7%	16%	42%	23%	12%
<b>9/1-2, 2020</b>	7%	16%	45%	22%	9%
<b>8/18-19, 2020</b>	7%	15%	48%	20%	11%
<b>8/4-5, 2020</b>	6%	15%	47%	21%	11%
<b>7/21-22, 2020</b>	7%	15%	47%	22%	9%
<b>6/23-24, 2020</b>	6%	15%	44%	23%	12%
<b>6/8-9, 2020</b>	6%	13%	45%	24%	12%
<b>5/28-29, 2020</b>	5%	16%	43%	24%	12%
<b>5/14-15, 2020</b>	8%	19%	41%	21%	12%
<b>5/4-5, 2020</b>	8%	19%	44%	20%	10%





## PUBLIC POLL FINDINGS AND METHODOLOGY

5. **[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
<b>4/11-12, 2023 (N=557)</b>	58%	21%	22%
<b>3/28-29, 2023 (N=620)</b>	46%	24%	30%
<b>3/14-15, 2023 (N=625)</b>	55%	25%	20%
<b>2/28-3/1, 2023 (N=616)</b>	61%	20%	19%
<b>2/14-15, 2023 (N=603)</b>	56%	24%	20%
<b>1/18-19, 2023 (N=639)</b>	56%	22%	22%
<b>11/9-10, 2022 (N=628)</b>	54%	22%	24%
<b>10/25-26, 2022 (N=594)</b>	56%	24%	20%
<b>10/11-12, 2022 (N=611)</b>	62%	21%	18%
<b>9/27-28, 2022 (N=616)</b>	56%	23%	21%
<b>9/13-14, 2022 (N=596)</b>	55%	21%	24%
<b>8/30-31, 2022 (N=584)</b>	57%	20%	23%
<b>8/16-17, 2022 (N=598)</b>	55%	25%	20%
<b>8/2-3, 2022 (N=613)</b>	54%	25%	21%
<b>7/19-20, 2022 (N=588)</b>	58%	25%	17%
<b>6/22-23, 2022 (N=622)</b>	56%	27%	17%
<b>6/7-8, 2022 (N=593)</b>	56%	24%	20%
<b>5/24-25, 2022 (N=571)</b>	56%	26%	18%
<b>5/10-11, 2022 (N=628)</b>	56%	24%	20%
<b>4/26-27, 2022 (N=657)</b>	57%	24%	19%
<b>4/12-13, 2022 (N=663)</b>	58%	24%	19%
<b>3/29-30, 2022 (N=666)</b>	57%	23%	20%
<b>3/15-16, 2022 (N=611)</b>	57%	23%	20%
<b>2/2-3, 2022 (N=1,086)</b>	56%	24%	20%
<b>1/20-21, 2021 (N=603)</b>	34%	48%	18%

6. Thinking about any new products you may have seen recently, even if you haven't purchased them, how much do you agree or disagree with the following statements?

*Agree Summary*

	Total
Most new products often have packaging that is difficult to open	46%
Most new products excite me	42%
I'm drawn to new products based on their packaging	35%
Most new products are being created with my needs in mind	31%
These days, most new products make me feel old	27%
Lately, most new products feel confusing to me	22%





## PUBLIC POLL FINDINGS AND METHODOLOGY

6. Thinking about any new products you may have seen recently, even if you haven't purchased them, how much do you agree or disagree with the following statements?  
(Continued)

a. Most new products are being created with my needs in mind

	<b>Total</b>
Strongly agree	6%
Somewhat agree	25%
Neither agree nor disagree	47%
Somewhat disagree	15%
Strongly disagree	7%
<b>Agree (Net)</b>	<b>31%</b>
<b>Disagree (Net)</b>	<b>23%</b>

b. Most new products often have packaging that is difficult to open

	<b>Total</b>
Strongly agree	11%
Somewhat agree	34%
Neither agree nor disagree	31%
Somewhat disagree	17%
Strongly disagree	6%
<b>Agree (Net)</b>	<b>46%</b>
<b>Disagree (Net)</b>	<b>23%</b>

c. Lately, most new products feel confusing to me

	<b>Total</b>
Strongly agree	5%
Somewhat agree	17%
Neither agree nor disagree	34%
Somewhat disagree	26%
Strongly disagree	17%
<b>Agree (Net)</b>	<b>22%</b>
<b>Disagree (Net)</b>	<b>43%</b>

d. These days, most new products make me feel old

	<b>Total</b>
Strongly agree	7%
Somewhat agree	20%
Neither agree nor disagree	36%
Somewhat disagree	21%
Strongly disagree	16%
<b>Agree (Net)</b>	<b>27%</b>
<b>Disagree (Net)</b>	<b>37%</b>





## PUBLIC POLL FINDINGS AND METHODOLOGY

6. Thinking about any new products you may have seen recently, even if you haven't purchased them, how much do you agree or disagree with the following statements?  
(Continued)

- e. I'm drawn to new products based on their packaging

	Total
Strongly agree	8%
Somewhat agree	27%
Neither agree nor disagree	28%
Somewhat disagree	22%
Strongly disagree	14%
<b>Agree (Net)</b>	<b>35%</b>
<b>Disagree (Net)</b>	<b>37%</b>

- f. Most new products excite me

	Total
Strongly agree	12%
Somewhat agree	30%
Neither agree nor disagree	39%
Somewhat disagree	14%
Strongly disagree	5%
<b>Agree (Net)</b>	<b>42%</b>
<b>Disagree (Net)</b>	<b>19%</b>

7. Last year, how frequently did you travel by air for business?

	Total
More than once a month	4%
Several times a year	6%
Once or twice a year	18%
Never	73%

8. Thinking about the rest of the year, to what extent do you agree or disagree with the following statements?

**Agree Summary**

	Total (N=93)
I will have more "virtual" meetings instead of traveling	59%
I think my company will reduce its travel budget	56%
My company has already reduced its travel budget	54%
I will travel less often for business	53%
I will have fewer face-to-face meetings that require travel	52%
I will attend fewer trade shows and conferences	46%





## PUBLIC POLL FINDINGS AND METHODOLOGY

8. Thinking about the rest of the year, to what extent do you agree or disagree with the following statements? (*Continued*)

a. I will travel less often for business

	<b>Total (N=93)</b>
Strongly agree	31%
Somewhat agree	22%
Neither agree nor disagree	23%
Somewhat disagree	13%
Strongly disagree	8%
Don't know/does not apply	3%
<b>Agree (Net)</b>	<b>53%</b>
<b>Disagree (Net)</b>	<b>21%</b>

b. My company has already reduced its travel budget

	<b>Total (N=93)</b>
Strongly agree	19%
Somewhat agree	35%
Neither agree nor disagree	21%
Somewhat disagree	10%
Strongly disagree	9%
Don't know/does not apply	5%
<b>Agree (Net)</b>	<b>54%</b>
<b>Disagree (Net)</b>	<b>20%</b>

c. I think my company will reduce its travel budget

	<b>Total (N=93)</b>
Strongly agree	27%
Somewhat agree	28%
Neither agree nor disagree	20%
Somewhat disagree	10%
Strongly disagree	10%
Don't know/does not apply	5%
<b>Agree (Net)</b>	<b>56%</b>
<b>Disagree (Net)</b>	<b>19%</b>

d. I will have fewer face-to-face meetings that require travel

	<b>Total (N=93)</b>
Strongly agree	31%
Somewhat agree	21%
Neither agree nor disagree	27%
Somewhat disagree	8%
Strongly disagree	7%
Don't know/does not apply	6%
<b>Agree (Net)</b>	<b>52%</b>
<b>Disagree (Net)</b>	<b>15%</b>





## PUBLIC POLL FINDINGS AND METHODOLOGY

8. Thinking about the rest of the year, to what extent do you agree or disagree with the following statements? (*Continued*)

e. I will have more "virtual" meetings instead of traveling

	<b>Total (N=93)</b>
Strongly agree	28%
Somewhat agree	31%
Neither agree nor disagree	27%
Somewhat disagree	7%
Strongly disagree	4%
Don't know/does not apply	2%
<b>Agree (Net)</b>	<b>59%</b>
<b>Disagree (Net)</b>	<b>12%</b>

f. I will attend fewer trade shows and conferences

	<b>Total (N=93)</b>
Strongly agree	22%
Somewhat agree	24%
Neither agree nor disagree	31%
Somewhat disagree	4%
Strongly disagree	10%
Don't know/does not apply	8%
<b>Agree (Net)</b>	<b>46%</b>
<b>Disagree (Net)</b>	<b>14%</b>

9. How familiar, if at all, are you with the layoffs that some corporations have recently announced?

	<b>Total</b>
Very familiar	11%
Somewhat familiar	30%
Have heard about it, but don't know much	30%
Have not heard about it	20%
Don't know	9%





## PUBLIC POLL FINDINGS AND METHODOLOGY

10. Thinking again about recent layoffs at companies in the U.S, please read the pairs of statements below. For each of the pairs, please select the statement that comes closest to your view, even if neither is exactly right.

	Total
I think that the company is making smart choices to reduce expenses and get to the correct size	37%
I think that the company is putting profits ahead of people	63%

	Total
Layoffs have no effect on my opinions or desire to buy from that company	59%
Layoffs affect my opinions and likelihood to buy from that company	41%

	Total
I am more likely to buy products or services from that company	34%
I am less likely to buy products or services from that company	66%

11. How many streaming video services in total, including those that are free, do you or your household subscribe to or use regularly?

	Total
None	17%
1-2	30%
3-5	43%
6-9	9%
10 or more	2%

12. When thinking about streaming services you use, how much do you agree or disagree with the following?

### *Agree Summary*

	Total
The prices I pay for streaming services have increased in the past year	69%
It's easy to find the programming I'm looking for across the platforms I use	64%
The amount of programming available to me has increased in the last year	62%
There are too many streaming services	54%
The quality of programming available to me has improved in the past year	50%
Watching shows was easier when I only had cable	33%
It is hard for me to keep track of what streaming services I am subscribed to	25%



12. When thinking about streaming services you use, how much do you agree or disagree with the following? (*Continued*)

a. The quality of programming available to me has improved in the past year

	<b>Total</b>
Strongly agree	15%
Somewhat agree	36%
Neither agree nor disagree	34%
Somewhat disagree	11%
Strongly disagree	5%
<b>Agree (Net)</b>	<b>50%</b>
<b>Disagree (Net)</b>	<b>16%</b>

b. The amount of programming available to me has increased in the last year

	<b>Total</b>
Strongly agree	22%
Somewhat agree	40%
Neither agree nor disagree	29%
Somewhat disagree	7%
Strongly disagree	2%
<b>Agree (Net)</b>	<b>62%</b>
<b>Disagree (Net)</b>	<b>9%</b>

c. The prices I pay for streaming services have increased in the past year

	<b>Total</b>
Strongly agree	30%
Somewhat agree	40%
Neither agree nor disagree	18%
Somewhat disagree	7%
Strongly disagree	5%
<b>Agree (Net)</b>	<b>69%</b>
<b>Disagree (Net)</b>	<b>12%</b>

d. It's easy to find the programming I'm looking for across the platforms I use

	<b>Total</b>
Strongly agree	22%
Somewhat agree	42%
Neither agree nor disagree	23%
Somewhat disagree	10%
Strongly disagree	3%
<b>Agree (Net)</b>	<b>64%</b>
<b>Disagree (Net)</b>	<b>13%</b>



12. When thinking about streaming services you use, how much do you agree or disagree with the following? (*Continued*)

e. There are too many streaming services

	<b>Total</b>
Strongly agree	25%
Somewhat agree	30%
Neither agree nor disagree	23%
Somewhat disagree	11%
Strongly disagree	11%
<b>Agree (Net)</b>	<b>54%</b>
<b>Disagree (Net)</b>	<b>23%</b>

f. It is hard for me to keep track of what streaming services I am subscribed to

	<b>Total</b>
Strongly agree	8%
Somewhat agree	18%
Neither agree nor disagree	20%
Somewhat disagree	25%
Strongly disagree	30%
<b>Agree (Net)</b>	<b>25%</b>
<b>Disagree (Net)</b>	<b>55%</b>

g. Watching shows was easier when I only had cable

	<b>Total</b>
Strongly agree	11%
Somewhat agree	22%
Neither agree nor disagree	22%
Somewhat disagree	24%
Strongly disagree	22%
<b>Agree (Net)</b>	<b>33%</b>
<b>Disagree (Net)</b>	<b>45%</b>

13. How interested would you be, if at all, in a service that bundles multiple streaming platforms for one monthly or annual payment?

	<b>Total</b>
Very interested	26%
Somewhat interested	43%
Not very interested	14%
Not at all interested	17%
<b>Interested (Net)</b>	<b>69%</b>
<b>Not interested (Net)</b>	<b>31%</b>



## PUBLIC POLL FINDINGS AND METHODOLOGY

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

	1/18-19, 2023	1/31-2/1, 2023	2/14-15, 2023	3/14-15, 2023	3/28-29, 2023	4/11-12, 2023
Very familiar	18%	18%	15%	17%	21%	17%
Somewhat familiar	55%	56%	55%	57%	54%	55%
Not familiar	22%	23%	25%	21%	21%	22%
Don't know	5%	3%	4%	5%	4%	6%

15. When thinking about possible uses for artificial intelligence, how important, if at all, are each of the following?

*Important Summary*

	Total
The output or outcome is clear and easy to understand	90%
Your data is kept private from AI tools if you choose	90%
Companies whose AI tools cause harm should face consequences	89%
There are ways for you to opt-out of AI tools, in favor of human alternatives	88%
The AI tool doesn't cause harm to any people or groups	87%
The AI tool does not discriminate or show bias towards any group of people	86%
You know how the owner of the AI tool is using your data	86%
The ability to distinguish what is produced by AI vs. produced by humans	85%
You understand how the AI algorithms work	74%

a. The AI tool does not discriminate or show bias towards any group of people

	Total
Very important	52%
Somewhat important	34%
Not so important	8%
Not at all important	6%
<b>Important (Net)</b>	<b>86%</b>
<b>Not important (Net)</b>	<b>14%</b>

b. The output or outcome is clear and easy to understand

	Total
Very important	49%
Somewhat important	41%
Not so important	6%
Not at all important	4%
<b>Important (Net)</b>	<b>90%</b>
<b>Not important (Net)</b>	<b>10%</b>





## PUBLIC POLL FINDINGS AND METHODOLOGY

15. When thinking about possible uses for artificial intelligence, how important, if at all, are each of the following? (*Continued*)

c. The AI tool doesn't cause harm to any people or groups

	<b>Total</b>
Very important	61%
Somewhat important	26%
Not so important	8%
Not at all important	5%
<i>Important (Net)</i>	<i>87%</i>
<i>Not important (Net)</i>	<i>13%</i>

d. You know how the owner of the AI tool is using your data

	<b>Total</b>
Very important	56%
Somewhat important	30%
Not so important	9%
Not at all important	5%
<i>Important (Net)</i>	<i>86%</i>
<i>Not important (Net)</i>	<i>14%</i>

e. You understand how the AI algorithms work

	<b>Total</b>
Very important	32%
Somewhat important	42%
Not so important	18%
Not at all important	8%
<i>Important (Net)</i>	<i>74%</i>
<i>Not important (Net)</i>	<i>26%</i>

f. Your data is kept private from AI tools if you choose

	<b>Total</b>
Very important	64%
Somewhat important	26%
Not so important	5%
Not at all important	4%
<i>Important (Net)</i>	<i>90%</i>
<i>Not important (Net)</i>	<i>10%</i>





## PUBLIC POLL FINDINGS AND METHODOLOGY

14. When thinking about possible uses for artificial intelligence, how important, if at all, are each of the following? (*Continued*)

g. There are ways for you to opt-out of AI tools, in favor of human alternatives

	<b>Total</b>
Very important	53%
Somewhat important	34%
Not so important	8%
Not at all important	5%
<i>Important (Net)</i>	<i>88%</i>
<i>Not important (Net)</i>	<i>12%</i>

h. The ability to distinguish what is produced by AI vs. produced by humans

	<b>Total</b>
Very important	48%
Somewhat important	37%
Not so important	10%
Not at all important	4%
<i>Important (Net)</i>	<i>85%</i>
<i>Not important (Net)</i>	<i>15%</i>

i. Companies whose AI tools cause harm should face consequences

	<b>Total</b>
Very important	59%
Somewhat important	30%
Not so important	6%
Not at all important	5%
<i>Important (Net)</i>	<i>89%</i>
<i>Not important (Net)</i>	<i>11%</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 April 11-12, 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





## 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-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 seventy-third wave was conducted April 11-12, 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.





## PUBLIC POLL FINDINGS AND METHODOLOGY

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 ( $n=1,120$ ,  $DEFF=1.5$ , 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, seventy-second, and seventy-third waves of this study have a credibility interval of 3.6 percentage points.

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## PUBLIC POLL FINDINGS AND METHODOLOGY

### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

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

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](http://www.ipsos.com)

