



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, May 12, 2023

1. **[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
5/9-10, 2023 (N=615)	59%	20%	21%
4/25-26, 2023 (N=582)	52%	29%	19%
4/11-12, 2023 (N=557)	58%	21%	22%
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%





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2. When thinking about ordering food for delivery or takeout, do you prefer ordering food online (though a website or third-party delivery app) or speaking to someone, either on the phone or in person?

	5/9-10, 2023 (N=1,117)
Strongly prefer ordering online	24%
Somewhat prefer ordering online	21%
Somewhat prefer speaking to someone	14%
Strongly prefer speaking to someone	24%
No preference	14%
Don't know	2%
<i>Prefer ordering online (Net)</i>	46%
<i>Prefer speaking to someone (Net)</i>	38%

3. Now, thinking specifically about ordering food online (through a website or third-party delivery app) for delivery or takeout, how concerned are you, if at all, about the following?

Concerned Summary Table

	5/9-10, 2023
Having part of the order be wrong	76%
Food arriving cold	74%
Having your entire order be wrong	64%
Food not being ready on time	64%
Having the portions be smaller than if you ate at the restaurant in person	53%

- a. Having your entire order be wrong

	5/9-10, 2023
Very concerned	37%
Somewhat concerned	27%
Not very concerned	25%
Not at all concerned	9%
Don't know	1%
<i>Concerned (Net)</i>	64%
<i>Not concerned (Net)</i>	35%

- b. Having part of the order be wrong

	5/9-10, 2023
Very concerned	32%
Somewhat concerned	44%
Not very concerned	17%
Not at all concerned	5%
Don't know	2%
<i>Concerned (Net)</i>	76%
<i>Not concerned (Net)</i>	22%





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3. Now, thinking specifically about ordering food online (through a website or third-party delivery app) for delivery or takeout, how concerned are you, if at all, about the following?
(Continued)

c. Food not being ready on time

	5/9-10, 2023
Very concerned	20%
Somewhat concerned	44%
Not very concerned	28%
Not at all concerned	6%
Don't know	2%
Concerned (Net)	64%
Not concerned (Net)	34%

d. Food arriving cold

	5/9-10, 2023
Very concerned	39%
Somewhat concerned	35%
Not very concerned	19%
Not at all concerned	5%
Don't know	2%
Concerned (Net)	74%
Not concerned (Net)	24%

e. Having the portions be smaller than if you ate at the restaurant in person

	5/9-10, 2023
Very concerned	23%
Somewhat concerned	30%
Not very concerned	31%
Not at all concerned	14%
Don't know	2%
Concerned (Net)	53%
Not concerned (Net)	45%

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

	3/28-29, 2023	5/9-10, 2023
Very safe	41%	45%
Somewhat safe	44%	41%
Not very safe	6%	6%
Not at all safe	3%	2%
I do not have savings at a bank	6%	7%
Safe (Net)	85%	86%
Not safe (Net)	9%	8%





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

	5/9-10, 2023
Very familiar	17%
Somewhat familiar	48%
Not very familiar	24%
Not at all familiar	9%
Don't know	3%
<i>Familiar (Net)</i>	65%
<i>Not familiar (Net)</i>	32%

6. When thinking of the following topics, how would you describe the pace of change?

Changing Too Quickly Summary Table

	5/9-10, 2023
Gender being described as more than two genders, or something outside male and female	48%
AI tools being developed	46%
New guidelines to lower emissions and combat climate change	20%
New laws being introduced with the goal of reducing gun violence	16%

a. Gender being described as more than two genders, or something outside male and female

	5/9-10, 2023
This is changing too quickly	48%
This is changing at the right speed	22%
This is changing too slowly	11%
Don't know	20%

b. New guidelines to lower emissions and combat climate change

	5/9-10, 2023
This is changing too quickly	20%
This is changing at the right speed	25%
This is changing too slowly	40%
Don't know	15%

c. AI tools being developed

	5/9-10, 2023
This is changing too quickly	46%
This is changing at the right speed	30%
This is changing too slowly	6%
Don't know	18%





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6. When thinking of the following topics, how would you describe the pace of change?
(Continued)

d. New laws being introduced with the goal of reducing gun violence

	5/9-10, 2023
This is changing too quickly	16%
This is changing at the right speed	16%
This is changing too slowly	53%
Don't know	16%

7. 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 Table

	3/28-29, 2023	5/9-10, 2023
Analyzing data to help companies make decisions	63%	63%
Assessing cyber security threats	59%	58%
Writing scripts for movies or TV shows	n/a	52%
Creating entirely original music	n/a	49%
Targeting advertising to shoppers	57%	48%
Reading medical tests like x-rays and MRIs	42%	46%
Creating music in the style of existing human artists	n/a	46%
Screening job applicants	43%	45%
Creating realistic sports content like tennis matches between AI-generated players	n/a	45%
Creating video or audio in the likeness of actual actors (past or present)	n/a	36%

a. Screening job applicants

	3/28-29, 2023	5/9-10, 2023
Very comfortable	10%	10%
Somewhat comfortable	33%	35%
Not very comfortable	41%	34%
Not at all comfortable	16%	21%
Comfortable (Net)	43%	45%
Uncomfortable (Net)	57%	55%

b. Reading medical tests like x-rays and MRIs

	3/28-29, 2023	5/9-10, 2023
Very comfortable	11%	10%
Somewhat comfortable	31%	36%
Not very comfortable	38%	32%
Not at all comfortable	20%	22%
Comfortable (Net)	42%	46%
Uncomfortable (Net)	58%	54%





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7. 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	5/9-10, 2023
Very comfortable	13%	18%
Somewhat comfortable	50%	45%
Not very comfortable	26%	24%
Not at all comfortable	11%	13%
Comfortable (Net)	63%	63%
Uncomfortable (Net)	37%	37%

d. Assessing cyber security threats

	3/28-29, 2023	5/9-10, 2023
Very comfortable	13%	16%
Somewhat comfortable	46%	42%
Not very comfortable	28%	26%
Not at all comfortable	13%	16%
Comfortable (Net)	59%	58%
Uncomfortable (Net)	41%	42%

e. Targeting advertising to shoppers

	3/28-29, 2023	5/9-10, 2023
Very comfortable	13%	11%
Somewhat comfortable	44%	36%
Not very comfortable	30%	32%
Not at all comfortable	13%	20%
Comfortable (Net)	57%	48%
Uncomfortable (Net)	43%	52%

f. Writing scripts for movies or TV shows

	5/9-10, 2023
Very comfortable	12%
Somewhat comfortable	40%
Not very comfortable	27%
Not at all comfortable	21%
Comfortable (Net)	52%
Uncomfortable (Net)	48%

g. Creating music in the style of existing human artists

	5/9-10, 2023
Very comfortable	11%
Somewhat comfortable	34%
Not very comfortable	29%
Not at all comfortable	25%
Comfortable (Net)	46%
Uncomfortable (Net)	54%





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7. 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*)

h. Creating video or audio in the likeness of actual actors (past or present)

	5/9-10, 2023
Very comfortable	10%
Somewhat comfortable	26%
Not very comfortable	35%
Not at all comfortable	29%
<i>Comfortable (Net)</i>	36%
<i>Uncomfortable (Net)</i>	64%

i. Creating entirely original music

	5/9-10, 2023
Very comfortable	13%
Somewhat comfortable	36%
Not very comfortable	28%
Not at all comfortable	23%
<i>Comfortable (Net)</i>	49%
<i>Uncomfortable (Net)</i>	51%

j. Creating realistic sports content like tennis matches between AI-generated players

	5/9-10, 2023
Very comfortable	11%
Somewhat comfortable	30%
Not very comfortable	30%
Not at all comfortable	29%
<i>Comfortable (Net)</i>	41%
<i>Uncomfortable (Net)</i>	59%

8. How familiar, if at all, are you with each of the following?

Familiar Summary Table

	5/9-10, 2023
The coronation ceremony for King Charles III	59%
Tucker Carlson's firing from Fox News	59%
Negotiations between congressional leaders on raising the debt ceiling before the US defaults on its debt	54%
The rapid development of AI tools and systems	53%
The Hollywood screenwriters (Writers Guild of America) going on strike	51%
The Federal Reserve Bank raising interest rates 0.25%	50%
The failure of First Republic Bank	47%
A prominent AI researcher raising serious concerns about how people will use AI in the future	46%
Don Lemon's firing from CNN	43%
Montana passing new legislation to restrict gender-affirming care for trans youth under 18	38%
IBM announcing plans to pause hiring for jobs that AI could do	19%





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8. How familiar, if at all, are you with each of the following? (Continued)

a. IBM announcing plans to pause hiring for jobs that AI could do

	5/9-10, 2023
Very familiar	6%
Somewhat familiar	13%
Heard of it, but that's it	20%
Never heard of it	60%
<i>Familiar (Net)</i>	<i>19%</i>
<i>Not familiar (Net)</i>	<i>81%</i>

b. Montana passing new legislation to restrict gender-affirming care for trans youth under 18

	5/9-10, 2023
Very familiar	11%
Somewhat familiar	26%
Heard of it, but that's it	24%
Never heard of it	39%
<i>Familiar (Net)</i>	<i>38%</i>
<i>Not familiar (Net)</i>	<i>62%</i>

c. The failure of First Republic Bank

	5/9-10, 2023
Very familiar	16%
Somewhat familiar	31%
Heard of it, but that's it	28%
Never heard of it	25%
<i>Familiar (Net)</i>	<i>47%</i>
<i>Not familiar (Net)</i>	<i>53%</i>

d. The coronation ceremony for King Charles III

	5/9-10, 2023
Very familiar	23%
Somewhat familiar	37%
Heard of it, but that's it	28%
Never heard of it	13%
<i>Familiar (Net)</i>	<i>59%</i>
<i>Not familiar (Net)</i>	<i>41%</i>

e. Tucker Carlson's firing from Fox News

	5/9-10, 2023
Very familiar	28%
Somewhat familiar	31%
Heard of it, but that's it	21%
Never heard of it	19%
<i>Familiar (Net)</i>	<i>59%</i>
<i>Not familiar (Net)</i>	<i>41%</i>





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8. How familiar, if at all, are you with each of the following? (Continued)

f. Don Lemon's firing from CNN

	5/9-10, 2023
Very familiar	17%
Somewhat familiar	27%
Heard of it, but that's it	26%
Never heard of it	30%
<i>Familiar (Net)</i>	43%
<i>Not familiar (Net)</i>	57%

g. The Hollywood screenwriters (Writers Guild of America) going on strike

	5/9-10, 2023
Very familiar	22%
Somewhat familiar	30%
Heard of it, but that's it	25%
Never heard of it	24%
<i>Familiar (Net)</i>	51%
<i>Not familiar (Net)</i>	49%

h. The rapid development of AI tools and systems

	5/9-10, 2023
Very familiar	12%
Somewhat familiar	41%
Heard of it, but that's it	32%
Never heard of it	15%
<i>Familiar (Net)</i>	53%
<i>Not familiar (Net)</i>	47%

i. The Federal Reserve Bank raising interest rates 0.25%

	5/9-10, 2023
Very familiar	22%
Somewhat familiar	28%
Heard of it, but that's it	23%
Never heard of it	27%
<i>Familiar (Net)</i>	50%
<i>Not familiar (Net)</i>	50%

j. A prominent AI researcher raising serious concerns about how people will use AI in the future

	5/9-10, 2023
Very familiar	14%
Somewhat familiar	32%
Heard of it, but that's it	26%
Never heard of it	28%
<i>Familiar (Net)</i>	46%
<i>Not familiar (Net)</i>	54%





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8. How familiar, if at all, are you with each of the following? *(Continued)*
- k. Negotiations between congressional leaders on raising the debt ceiling before the US defaults on its debt

	5/9-10, 2023
Very familiar	22%
Somewhat familiar	33%
Heard of it, but that's it	28%
Never heard of it	18%
<i>Familiar (Net)</i>	<i>54%</i>
<i>Not familiar (Net)</i>	<i>46%</i>

9. As you may know, the following topics were in the news in the past week. Regardless of how familiar you may be with them, how much, if at all, do you care about them?

- a. IBM announcing plans to pause hiring for jobs that AI could do

	5/9-10, 2023
I care a lot	28%
I care a little	35%
I don't care at all	27%
Don't know	11%

- b. Montana passing new legislation to restrict gender-affirming care for trans youth under 18

	5/9-10, 2023
I care a lot	30%
I care a little	30%
I don't care at all	25%
Don't know	14%

- c. The failure of First Republic Bank

	5/9-10, 2023
I care a lot	25%
I care a little	37%
I don't care at all	25%
Don't know	13%

- d. The coronation ceremony for King Charles III

	5/9-10, 2023
I care a lot	7%
I care a little	26%
I don't care at all	60%
Don't know	8%

- e. Tucker Carlson's firing from Fox News

	5/9-10, 2023
I care a lot	17%
I care a little	20%
I don't care at all	53%
Don't know	9%





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9. As you may know, the following topics were in the news in the past week. Regardless of how familiar you may be with them, how much, if at all, do you care about them?

f. Don Lemon's firing from CNN

	5/9-10, 2023
I care a lot	7%
I care a little	20%
I don't care at all	63%
Don't know	10%

g. The Hollywood screenwriters (Writers Guild of America) going on strike

	5/9-10, 2023
I care a lot	17%
I care a little	35%
I don't care at all	39%
Don't know	10%

h. The rapid development of AI tools and systems

	5/9-10, 2023
I care a lot	38%
I care a little	38%
I don't care at all	15%
Don't know	9%

i. The Federal Reserve Bank raising interest rates 0.25%

	5/9-10, 2023
I care a lot	35%
I care a little	36%
I don't care at all	16%
Don't know	12%

j. A prominent AI researcher raising serious concerns about how people will use AI in the future

	5/9-10, 2023
I care a lot	39%
I care a little	35%
I don't care at all	18%
Don't know	8%

k. Negotiations between congressional leaders on raising the debt ceiling before the US defaults on its debt

	5/9-10, 2023
I care a lot	44%
I care a little	34%
I don't care at all	13%
Don't know	8%





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10. Have you ever flown on an airplane?

	5/9-10, 2023
Yes	87%
No	13%

11. **[Asked if yes to Q10]** Did you fly on an airline in 2022?

	5/9-10, 2023 (N=936)
Yes	44%
No	56%

12. **[Asked if yes to Q11]** In 2022, how frequently, if at all, did you travel by air for leisure/pleasure?

	5/9-10, 2023 (N=413)
More than once a month	4%
Once a month	4%
Three to six times a year (quarterly or bimonthly)	27%
Once or twice a year	63%
Never	2%

13. **[Asked if yes to Q11]** Thinking about your air travel within the past year, have you experienced any of the following? Please select all that apply.

	5/9-10, 2023 (N=413)
Flight delays	53%
Quickly going through security	49%
Positive customer service	39%
Flight cancellations	24%
Poor customer service	20%
Unexpected charges (e.g. for baggage, booking seats)	13%
Your seat being upgraded	13%
None of these	10%





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14. **[Asked if yes to Q11]** Thinking about your hotel stays within the past year, have you experienced any of the following?

	5/9-10, 2023 (N=413)
Positive customer service	41%
Hotel didn't meet expectations	21%
Lack of in-room servicing (e.g., cleaning, amenities)	18%
Poor customer service	17%
Your room being upgraded	16%
Receiving amenities or services you didn't expect (e.g., welcome gift, extra in-room items, free meal)	16%
Unexpected charges	9%
Poor booking experience	8%
None of these	21%
I did not stay in a hotel last year	9%





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About the Study

These are some of the findings of the seventy-first wave of an Ipsos poll conducted between May 9-10, 2023. For this survey, a sample of 1,117 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 seventy-third wave was conducted April 11-12, 2023, among 1,120 respondents
- The seventy-fourth wave was conducted April 25-26, 2023, among 1,120 respondents
- The seventy-fifth wave was conducted May 9-10, 2023, among 1,117 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.





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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=1,117, 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, 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, seventy-third, seventy-fourth, and seventy-fifth 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

