



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, June 9, 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
6/6-7, 2023 (N=582)	60%	21%	19%
5/23-24, 2023 (N=599)	52%	24%	23%
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%

2. During the pandemic, many bars and restaurants began using digital menus accessible with a QR code. Have you ever used one of these?

	8/16-17, 2022	6/6-7, 2023 (N=1,108)
Yes	42%	57%
No	58%	43%



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3. **[Asked if Q2=Yes]** To what extent to you agree with the following statements about digital menus accessible with a QR code?

Total Agree Summary

	8/16-17, 2022 (N=483)	6/6-7, 2023 (N=588)
I am glad that some restaurants have gone back to paper menus	N/A	60%
I like the digital menus because it saves paper	55%	58%
I would like to go back to paper menus	48%	51%
I like the experience of using digital menus	41%	45%
I hope the use of QR codes continues	45%	43%

a. I like the digital menus because it saves paper

	8/16-17, 2022	6/6-7, 2023
Strongly agree	24%	19%
Somewhat agree	31%	39%
Neither agree nor disagree	30%	22%
Somewhat disagree	8%	10%
Strongly disagree	7%	10%
Agree (Net)	55%	58%
Disagree (Net)	15%	19%

b. I like the experience of using digital menus

	8/16-17, 2022	6/6-7, 2023
Strongly agree	14%	15%
Somewhat agree	27%	30%
Neither agree nor disagree	31%	26%
Somewhat disagree	18%	19%
Strongly disagree	10%	9%
Agree (Net)	41%	45%
Disagree (Net)	28%	28%

c. I hope the use of QR codes continues

	8/16-17, 2022	6/6-7, 2023
Strongly agree	17%	13%
Somewhat agree	28%	30%
Neither agree nor disagree	32%	30%
Somewhat disagree	12%	18%
Strongly disagree	10%	9%
Agree (Net)	45%	43%
Disagree (Net)	23%	27%





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3. **[Asked if Q2=Yes]** To what extent do you agree with the following statements about digital menus accessible with a QR code? *Continued*

d. I would like to go back to paper menus

	8/16-17, 2022	6/6-7, 2023
Strongly agree	20%	24%
Somewhat agree	28%	28%
Neither agree nor disagree	34%	33%
Somewhat disagree	11%	10%
Strongly disagree	7%	6%
Agree (Net)	48%	51%
Disagree (Net)	18%	16%

e. I am glad that some restaurants have gone back to paper menus

	6/6-7, 2023
Strongly agree	27%
Somewhat agree	33%
Neither agree nor disagree	30%
Somewhat disagree	7%
Strongly disagree	3%
Agree (Net)	60%
Disagree (Net)	10%

4. For each statement below, please indicate whether or not this applies to you.

Total Yes Summary

	5/24-25, 2022	6/6-7, 2023
I have noticed price increases in the products I buy	94%	96%
Even if prices are rising due to inflation, I am not going to stop buying what I want*	54%	48%
I saved enough money over the past two years that I can afford to buy what I want, even if prices increase due to inflation**	40%	37%
I am not thinking about inflation and price increases when I make most purchase decisions	34%	32%

Total No Summary

	5/24-25, 2022	6/6-7, 2023
I am not thinking about inflation and price increases when I make most purchase decisions	67%	68%
I saved enough money over the past two years that I can afford to buy what I want, even if prices increase due to inflation**	61%	63%
Even if prices are rising due to inflation, I am not going to stop buying what I want*	46%	52%
I have noticed price increases in the products I buy	6%	4%

*Asked in 2022 as “Even though prices are rising due to inflation, I am not going to stop buying what I want”

**Asked in 2022 as “I saved enough money over the past two years that I can afford to buy what I want, even as prices increase due to inflation”



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5. How much do you agree or disagree with the following statements?

Total Agree Summary

	5/24-25, 2022	6/6-7, 2023
If I am going to pay more for a company's products, I expect excellent customer service from them	81%	86%
I have empathy for small businesses that need to increase their prices due to inflation or shortages	81%	84%
Lately, I'm getting less of what I buy (fewer items in the package, or smaller packages) but paying the same amount, or more	N/A	83%
Getting less of what I buy (fewer items in the package, or smaller packages) makes me feel taken advantage of	N/A	79%
I will continue to buy from companies that offer good customer service, even if their prices increase	75%	68%
I have empathy for companies where I've been a long-time customer when they need to increase their prices due to inflation or shortages	71%	65%
Businesses are keeping the prices of their goods and services high for customers, even though supply chain issues have been resolved	N/A	64%
I am willing to continue buying from companies that increase their prices if I feel valued as a customer	73%	63%
When a company raises their prices, I expect immediate improvements in my customer experience	64%	62%
I have empathy for large, multi-national companies that need to increase their prices due to inflation or shortages	47%	35%

a. I am willing to continue buying from companies that increase their prices if I feel valued as a customer

	5/24-25, 2022	6/6-7, 2023
Strongly agree	23%	18%
Somewhat agree	49%	44%
Somewhat disagree	15%	23%
Strongly disagree	5%	8%
Don't know	7%	6%
Agree (Net)	73%	63%
Disagree (Net)	20%	31%

b. I will continue to buy from companies that offer good customer service, even if their prices increase

	5/24-25, 2022	6/6-7, 2023
Strongly agree	24%	18%
Somewhat agree	50%	49%
Somewhat disagree	14%	17%
Strongly disagree	4%	6%
Don't know	8%	10%
Agree (Net)	75%	68%
Disagree (Net)	17%	23%





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5. How much do you agree or disagree with the following statements? *Continued*

c. If I am going to pay more for a company's products, I expect excellent customer service from them

	5/24-25, 2022	6/6-7, 2023
Strongly agree	40%	47%
Somewhat agree	40%	39%
Somewhat disagree	10%	8%
Strongly disagree	3%	2%
Don't know	6%	4%
Agree (Net)	81%	86%
Disagree (Net)	13%	10%

d. When a company raises their prices, I expect immediate improvements in my customer experience

	5/24-25, 2022	6/6-7, 2023
Strongly agree	26%	23%
Somewhat agree	38%	39%
Somewhat disagree	22%	25%
Strongly disagree	4%	4%
Don't know	10%	9%
Agree (Net)	64%	62%
Disagree (Net)	27%	29%

e. I have empathy for companies where I've been a long-time customer when they need to increase their prices due to inflation or shortages

	5/24-25, 2022	6/6-7, 2023
Strongly agree	23%	19%
Somewhat agree	48%	46%
Somewhat disagree	16%	19%
Strongly disagree	7%	8%
Don't know	6%	8%
Agree (Net)	71%	65%
Disagree (Net)	23%	27%

f. I have empathy for small businesses that need to increase their prices due to inflation or shortages

	5/24-25, 2022	6/6-7, 2023
Strongly agree	38%	34%
Somewhat agree	44%	49%
Somewhat disagree	10%	9%
Strongly disagree	3%	4%
Don't know	6%	4%
Agree (Net)	81%	84%
Disagree (Net)	13%	12%





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5. How much do you agree or disagree with the following statements? *Continued*

g. I have empathy for large, multi-national companies that need to increase their prices due to inflation or shortages

	5/24-25, 2022	6/6-7, 2023
Strongly agree	13%	9%
Somewhat agree	34%	27%
Somewhat disagree	28%	34%
Strongly disagree	18%	23%
Don't know	7%	7%
Agree (Net)	47%	35%
Disagree (Net)	46%	57%

h. Businesses are keeping the prices of their goods and services high for customers, even though supply chain issues have been resolved

	6/6-7, 2023
Strongly agree	27%
Somewhat agree	37%
Somewhat disagree	17%
Strongly disagree	7%
Don't know	12%
Agree (Net)	64%
Disagree (Net)	24%

i. Lately, I'm getting less of what I buy (fewer items in the package, or smaller packages) but paying the same amount, or more

	6/6-7, 2023
Strongly agree	46%
Somewhat agree	37%
Somewhat disagree	10%
Strongly disagree	3%
Don't know	4%
Agree (Net)	83%
Disagree (Net)	13%

j. Getting less of what I buy (fewer items in the package, or smaller packages) makes me feel taken advantage of

	6/6-7, 2023
Strongly agree	42%
Somewhat agree	37%
Somewhat disagree	13%
Strongly disagree	3%
Don't know	5%
Agree (Net)	79%
Disagree (Net)	16%



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

	5/9-10, 2023	5/23-24, 2023	6/6-7, 2023
Very familiar	17%	21%	21%
Somewhat familiar	48%	47%	52%
Not very familiar	24%	19%	18%
Not at all familiar	9%	7%	7%
Don't know	3%	5%	1%
Familiar (Net)	65%	69%	73%
Not familiar (Net)	32%	26%	26%

7. When thinking about possible uses for AI, how worried, if at all, are you about each of the following?

Worried Summary Table

	4/25-26, 2023	6/6-7, 2023
AI being used to impersonate an individual to gain unauthorized information	N/A	80%
Data or content being manipulated without me knowing what's real and what isn't	N/A	79%
Inability to distinguish what is produced by AI vs. produced by humans	71%	76%
Owners of AI tools will share your private data	72%	75%
AI will spread more misinformation online	70%	74%
Publishers, distributors or owners of AI content knowingly distributing harmful content	N/A	69%
Not being able to report or provide feedback about negative AI generated experiences	N/A	66%
That output or outcome will not be clear and easy to understand	60%	61%
AI tools will discriminate or show bias towards a group of people	57%	60%
Understanding how the AI algorithms work	59%	58%
AI generated content will lead to more bullying and harassment online	N/A	58%
The risk of extinction for humans from the use of AI	N/A	46%

a. AI tools will discriminate or show bias towards a group of people

	4/25-26, 2023	6/6-7, 2023
Very worried	24%	28%
Somewhat worried	33%	32%
Not so worried	20%	20%
Not at all worried	9%	9%
Don't know	14%	10%
Worried (Net)	57%	60%
Not worried (Net)	29%	30%



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7. When thinking about possible uses for AI, how worried, if at all, are you about each of the following? (*Continued*)

b. That output or outcome will not be clear and easy to understand

	4/25-26, 2023	6/6-7, 2023
Very worried	19%	25%
Somewhat worried	40%	36%
Not so worried	22%	20%
Not at all worried	7%	8%
Don't know	11%	11%
Worried (Net)	60%	61%
Not worried (Net)	29%	28%

c. Owners of AI tools will share your private data

	4/25-26, 2023	6/6-7, 2023
Very worried	31%	38%
Somewhat worried	41%	37%
Not so worried	12%	13%
Not at all worried	5%	4%
Don't know	11%	9%
Worried (Net)	72%	75%
Not worried (Net)	17%	17%

d. Understanding how the AI algorithms work

	4/25-26, 2023	6/6-7, 2023
Very worried	21%	20%
Somewhat worried	38%	38%
Not so worried	22%	26%
Not at all worried	7%	6%
Don't know	12%	10%
Worried (Net)	59%	58%
Not worried (Net)	29%	32%

e. Inability to distinguish what is produced by AI vs. produced by humans

	4/25-26, 2023	6/6-7, 2023
Very worried	31%	41%
Somewhat worried	40%	35%
Not so worried	16%	13%
Not at all worried	6%	5%
Don't know	8%	5%
Worried (Net)	71%	76%
Not worried (Net)	21%	19%





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7. When thinking about possible uses for AI, how worried, if at all, are you about each of the following? (*Continued*)

f. AI will spread more misinformation online

	4/25-26, 2023	6/6-7, 2023
Very worried	34%	41%
Somewhat worried	36%	32%
Not so worried	14%	15%
Not at all worried	5%	4%
Don't know	11%	7%
<i>Worried (Net)</i>	<i>70%</i>	<i>74%</i>
<i>Not worried (Net)</i>	<i>19%</i>	<i>19%</i>

g. Data or content being manipulated without me knowing what's real and what isn't

	6/6-7, 2023
Very worried	43%
Somewhat worried	36%
Not so worried	12%
Not at all worried	3%
Don't know	6%
<i>Worried (Net)</i>	<i>79%</i>
<i>Not worried (Net)</i>	<i>15%</i>

h. AI being used to impersonate an individual to gain unauthorized information

	6/6-7, 2023
Very worried	46%
Somewhat worried	33%
Not so worried	10%
Not at all worried	5%
Don't know	5%
<i>Worried (Net)</i>	<i>80%</i>
<i>Not worried (Net)</i>	<i>15%</i>

i. Publishers, distributors or owners of AI content knowingly distributing harmful content

	6/6-7, 2023
Very worried	34%
Somewhat worried	35%
Not so worried	17%
Not at all worried	6%
Don't know	8%
<i>Worried (Net)</i>	<i>69%</i>
<i>Not worried (Net)</i>	<i>23%</i>





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7. When thinking about possible uses for AI, how worried, if at all, are you about each of the following? *(Continued)*

j. Not being able to report or provide feedback about negative AI generated experiences

	6/6-7, 2023
Very worried	31%
Somewhat worried	35%
Not so worried	17%
Not at all worried	10%
Don't know	8%
<i>Worried (Net)</i>	66%
<i>Not worried (Net)</i>	27%

k. AI generated content will lead to more bullying and harassment online

	6/6-7, 2023
Very worried	23%
Somewhat worried	35%
Not so worried	20%
Not at all worried	12%
Don't know	10%
<i>Worried (Net)</i>	58%
<i>Not worried (Net)</i>	33%

l. The risk of extinction for humans from the use of AI

	6/6-7, 2023
Very worried	22%
Somewhat worried	25%
Not so worried	27%
Not at all worried	18%
Don't know	8%
<i>Worried (Net)</i>	46%
<i>Not worried (Net)</i>	45%





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8. To what extent do you agree or disagree with the following statements?

Agree Summary Table

	6/6-7, 2023
I trust my doctor to handle my medical data	80%
Preventing the risk of human extinction from AI should be a top global priority	57%
I trust computer programs to handle my medical data	51%
If my doctors used AI tools for automation and scheduling they would have more time with me during my appointments	42%
I trust artificial intelligence to handle my medical data	32%

a. Preventing the risk of human extinction from AI should be a top global priority

	6/6-7, 2023
Strongly agree	27%
Somewhat agree	30%
Somewhat disagree	19%
Strongly disagree	12%
Don't know	13%
Agree (Net)	57%
Disagree (Net)	30%

b. If my doctors used AI tools for automation and scheduling they would have more time with me during my appointments

	6/6-7, 2023
Strongly agree	11%
Somewhat agree	30%
Somewhat disagree	28%
Strongly disagree	12%
Don't know	19%
Agree (Net)	42%
Disagree (Net)	40%

c. I trust my doctor to handle my medical data

	6/6-7, 2023
Strongly agree	37%
Somewhat agree	43%
Somewhat disagree	10%
Strongly disagree	5%
Don't know	4%
Agree (Net)	80%
Disagree (Net)	15%





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8. To what extent do you agree or disagree with the following statements? *Continued*

d. I trust computer programs to handle my medical data

	6/6-7, 2023
Strongly agree	10%
Somewhat agree	41%
Somewhat disagree	24%
Strongly disagree	17%
Don't know	8%
Agree (Net)	51%
Disagree (Net)	41%

e. I trust artificial intelligence to handle my medical data

	6/6-7, 2023
Strongly agree	8%
Somewhat agree	24%
Somewhat disagree	29%
Strongly disagree	26%
Don't know	13%
Agree (Net)	32%
Disagree (Net)	55%

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

Familiar Summary Table

	6/6-7, 2023
Congress passing a law to prevent the U.S. from defaulting on its debt	61%
Boycotts of businesses supporting LGBTQ people and causes	55%
The NBA playoffs (N=554)	50%
The NHL playoffs (N=554)	38%
The NBA playoffs between Miami Heat and Denver Nuggets (N=554)	38%
New York State banning gas stoves and furnaces in future new residential buildings	37%
Apple announced its first augmented reality headset, Vision Pro	34%
The NHL playoffs between the Florida Panthers and the Vegas Golden Knights (N=554)	24%
The series finale of The Marvelous Mrs. Maisel	24%
Fake, AI-generated images of an attack on the Pentagon being circulated on social media	24%
The series finale of Ted Lasso	19%
The series finale of Succession	19%





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9. How familiar, if at all, are you with each of the following? *Continued*

a. **[Split base]** The NHL playoffs

	6/6-7, 2023 (N=554)
Very familiar	15%
Somewhat familiar	23%
Heard of it, but that's it	47%
Never heard of it	16%
<i>Familiar (Net)</i>	38%
<i>Not Familiar (Net)</i>	62%

b. **[Split base]** The NHL playoffs between the Florida Panthers and the Vegas Golden Knights

	6/6-7, 2023 (N=554)
Very familiar	8%
Somewhat familiar	16%
Heard of it, but that's it	31%
Never heard of it	44%
<i>Familiar (Net)</i>	24%
<i>Not Familiar (Net)</i>	76%

c. **[Split base]** The NBA playoffs

	6/6-7, 2023 (N=554)
Very familiar	24%
Somewhat familiar	26%
Heard of it, but that's it	42%
Never heard of it	8%
<i>Familiar (Net)</i>	50%
<i>Not Familiar (Net)</i>	50%

d. **[Split base]** The NBA playoffs between Miami Heat and Denver Nuggets

	6/6-7, 2023 (N=554)
Very familiar	20%
Somewhat familiar	18%
Heard of it, but that's it	28%
Never heard of it	33%
<i>Familiar (Net)</i>	38%
<i>Not Familiar (Net)</i>	62%





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9. How familiar, if at all, are you with each of the following? *Continued*

e. The series finale of Ted Lasso

	6/6-7, 2023
Very familiar	9%
Somewhat familiar	10%
Heard of it, but that's it	31%
Never heard of it	49%
<i>Familiar (Net)</i>	<i>19%</i>
<i>Not Familiar (Net)</i>	<i>81%</i>

f. The series finale of Succession

	6/6-7, 2023
Very familiar	10%
Somewhat familiar	9%
Heard of it, but that's it	26%
Never heard of it	55%
<i>Familiar (Net)</i>	<i>19%</i>
<i>Not Familiar (Net)</i>	<i>81%</i>

g. The series finale of The Marvelous Mrs. Maisel

	6/6-7, 2023
Very familiar	11%
Somewhat familiar	12%
Heard of it, but that's it	32%
Never heard of it	44%
<i>Familiar (Net)</i>	<i>24%</i>
<i>Not Familiar (Net)</i>	<i>76%</i>

h. Fake, AI-generated images of an attack on the Pentagon being circulated on social media

	6/6-7, 2023
Very familiar	8%
Somewhat familiar	16%
Heard of it, but that's it	18%
Never heard of it	58%
<i>Familiar (Net)</i>	<i>24%</i>
<i>Not Familiar (Net)</i>	<i>76%</i>





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9. How familiar, if at all, are you with each of the following? *Continued*

i. Boycotts of businesses supporting LGBTQ people and causes

	6/6-7, 2023
Very familiar	26%
Somewhat familiar	29%
Heard of it, but that's it	24%
Never heard of it	21%
<i>Familiar (Net)</i>	55%
<i>Not Familiar (Net)</i>	45%

j. Congress passing a law to prevent the U.S. from defaulting on its debt

	6/6-7, 2023
Very familiar	29%
Somewhat familiar	32%
Heard of it, but that's it	19%
Never heard of it	19%
<i>Familiar (Net)</i>	61%
<i>Not Familiar (Net)</i>	39%

k. New York State banning gas stoves and furnaces in future new residential buildings

	6/6-7, 2023
Very familiar	11%
Somewhat familiar	27%
Heard of it, but that's it	20%
Never heard of it	43%
<i>Familiar (Net)</i>	37%
<i>Not Familiar (Net)</i>	63%

l. Apple announced its first augmented reality headset, Vision Pro

	6/6-7, 2023
Very familiar	11%
Somewhat familiar	23%
Heard of it, but that's it	28%
Never heard of it	38%
<i>Familiar (Net)</i>	34%
<i>Not Familiar (Net)</i>	66%





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10. 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. **[Split base]** NHL playoffs

	6/6-7, 2023 (N=554)
I care a lot	12%
I care a little	18%
I don't care at all	63%
Don't know	7%

b. **[Split base]** The NHL playoffs between the Florida Panthers and the Vegas Golden Knights

	6/6-7, 2023 (N=554)
I care a lot	10%
I care a little	16%
I don't care at all	68%
Don't know	6%

c. **[Split base]** The NBA playoffs

	6/6-7, 2023 (N=554)
I care a lot	13%
I care a little	26%
I don't care at all	56%
Don't know	5%

d. **[Split base]** The NBA playoffs between Miami Heat and Denver Nuggets

	6/6-7, 2023 (N=554)
I care a lot	15%
I care a little	19%
I don't care at all	59%
Don't know	6%

e. The series finale of Ted Lasso

	6/6-7, 2023
I care a lot	11%
I care a little	12%
I don't care at all	68%
Don't know	9%

f. The series finale of Succession

	6/6-7, 2023
I care a lot	8%
I care a little	12%
I don't care at all	71%
Don't know	9%





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10. 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? *Continued*

g. The series finale of *The Marvelous Mrs. Maisel*

	6/6-7, 2023
I care a lot	9%
I care a little	15%
I don't care at all	68%
Don't know	9%

h. Fake, AI-generated images of an attack on the Pentagon being circulated on social media

	6/6-7, 2023
I care a lot	31%
I care a little	35%
I don't care at all	24%
Don't know	10%

i. Boycotts of businesses supporting LGBTQ people and causes

	6/6-7, 2023
I care a lot	37%
I care a little	28%
I don't care at all	26%
Don't know	10%

j. Congress passing a law to prevent the U.S. from defaulting on its debt

	6/6-7, 2023
I care a lot	51%
I care a little	27%
I don't care at all	14%
Don't know	9%

k. New York State banning gas stoves and furnaces in future new residential buildings

	6/6-7, 2023
I care a lot	24%
I care a little	32%
I don't care at all	33%
Don't know	11%

l. Apple announced its first augmented reality headset, Vision Pro

	6/6-7, 2023
I care a lot	10%
I care a little	26%
I don't care at all	55%
Don't know	8%





PUBLIC POLL FINDINGS AND METHODOLOGY

11. How much do you agree or disagree with the following statements?

Agree Summary Table

	7/21-22, 2020	8/18-19, 2020	9/1-2, 2020	6/22-23, 2021	6/7-8, 2022	6/22-23, 2022	6/6-7, 2023
I think companies should remain neutral on political issues	N/A	N/A	N/A	(N=588) 56%	(N=559) 53%	N/A	(N=554) 58%
If a corporation takes a stand on an issue, they should stick by their decision, even if it makes some consumers angry	N/A	N/A	N/A	N/A	N/A	N/A	53%
I think companies should remain neutral on social issues	N/A	N/A	N/A	(N=588) 42%	(N=558) 45%	N/A	(N=554) 52%
If a corporation takes a stand on a social issue that I don't agree with, I'm less likely to buy their products or use their services	N/A	N/A	N/A	52%	(N=558) 42%	N/A	(N=554) 52%
If a corporation takes a stand on a political issue that I don't agree with, I'm less likely to buy their products or use their services	N/A	N/A	N/A	54%	(N=559) 42%	N/A	(N=554) 48%
Too many businesses claim to celebrate LGBTQ+ pride month without committing to real change	N/A	N/A	N/A	N/A	46%	42%	45%
Too many businesses claim to celebrate Juneteenth without committing to real change	N/A	N/A	N/A	N/A	42%	43%	44%
It is appropriate for any brand to take a stance on racial justice	N/A	N/A	N/A	44%	41%	N/A	43%
I am more likely to purchase something from a company that has taken a public stand against racism	42%	41%	38%	39%	36%	N/A	39%
More companies have spoken out about racism than I expected	55%	52%	49%	43%	34%	N/A	31%
Companies participating on activism on social media is the right thing to do	N/A	N/A	N/A	32%	29%	30%	28%
I am more likely to purchase something from a company that promotes and celebrates LGBTQ+ pride month	N/A	N/A	N/A	N/A	26%	28%	28%
I am more likely to purchase something from a company that promotes and celebrates Juneteenth	N/A	N/A	N/A	N/A	24%	28%	24%

11. How much do you agree or disagree with the following statements? *Continued*

a. I am more likely to purchase something from a company that has taken a public stand against racism

	6/23-24, 2020	7/21-22, 2020	8/18-19, 2020	9/1-2, 2020	6/22-23, 2021	6/7-8, 2022	6/6-7, 2023
Strongly agree	22%	20%	18%	16%	17%	15%	16%
Somewhat agree	24%	22%	23%	22%	23%	21%	23%
Neither agree nor disagree	35%	39%	35%	35%	38%	41%	37%
Somewhat disagree	9%	8%	8%	11%	10%	10%	11%
Strongly disagree	11%	11%	15%	16%	14%	13%	13%
<i>Agree (Net)</i>	45%	42%	41%	38%	39%	36%	39%
<i>Disagree (Net)</i>	20%	19%	23%	27%	23%	23%	24%

b. I am more likely to purchase something from a company that promotes and celebrates Juneteenth

	6/7-8, 2022	6/22-23, 2022	6/6-7, 2023
Strongly agree	16%	10%	10%
Somewhat agree	23%	18%	13%
Neither agree nor disagree	49%	45%	46%
Somewhat disagree	6%	9%	12%
Strongly disagree	7%	19%	18%
<i>Agree (Net)</i>	39%	28%	24%
<i>Disagree (Net)</i>	13%	27%	30%

c. I am more likely to purchase something from a company that promotes and celebrates LGBTQ+ pride month

	6/7-8, 2022	6/22-23, 2022	6/6-7, 2023
Strongly agree	10%	11%	13%
Somewhat agree	16%	17%	15%
Neither agree nor disagree	44%	42%	32%
Somewhat disagree	10%	9%	13%
Strongly disagree	20%	21%	27%
<i>Agree (Net)</i>	26%	28%	28%
<i>Disagree (Net)</i>	30%	30%	41%

d. Too many businesses claim to celebrate Juneteenth without committing to real change

	6/7-8, 2022	6/22-23, 2022	6/6-7, 2023
Strongly agree	17%	17%	18%
Somewhat agree	24%	26%	25%
Neither agree nor disagree	49%	48%	49%
Somewhat disagree	5%	5%	4%
Strongly disagree	4%	5%	3%
<i>Agree (Net)</i>	42%	43%	44%
<i>Disagree (Net)</i>	9%	9%	7%



PUBLIC POLL FINDINGS AND METHODOLOGY

11. How much do you agree or disagree with the following statements? *Continued*

e. Too many businesses claim to celebrate LGBTQ+ pride month without committing to real change

	6/7-8, 2022	6/22-23, 2022	6/6-7, 2023
Strongly agree	18%	16%	18%
Somewhat agree	28%	26%	27%
Neither agree nor disagree	46%	47%	46%
Somewhat disagree	5%	5%	4%
Strongly disagree	4%	6%	5%
<i>Agree (Net)</i>	<i>46%</i>	<i>42%</i>	<i>45%</i>
<i>Disagree (Net)</i>	<i>8%</i>	<i>11%</i>	<i>9%</i>

f. Companies participating on activism on social media is the right thing to do

	6/22-23, 2021	6/7-8, 2022	6/22-23, 2022	6/6-7, 2023
Strongly agree	10%	10%	11%	10%
Somewhat agree	22%	19%	20%	19%
Neither agree nor disagree	38%	39%	43%	39%
Somewhat disagree	15%	15%	12%	14%
Strongly disagree	15%	17%	16%	19%
<i>Agree (Net)</i>	<i>32%</i>	<i>29%</i>	<i>30%</i>	<i>28%</i>
<i>Disagree (Net)</i>	<i>30%</i>	<i>32%</i>	<i>27%</i>	<i>33%</i>

g. More companies have spoken out about racism than I expected

	6/23-24, 2020	7/21-22, 2020	8/18-19, 2020	9/1-2, 2020	6/22-23, 2021	6/7-8, 2022	6/6-7, 2023
Strongly agree	19%	19%	20%	13%	14%	7%	8%
Somewhat agree	40%	36%	32%	36%	29%	27%	23%
Neither agree nor disagree	30%	35%	35%	37%	43%	46%	46%
Somewhat disagree	9%	7%	9%	10%	11%	14%	15%
Strongly disagree	3%	3%	4%	4%	3%	6%	7%
<i>Agree (Net)</i>	<i>59%</i>	<i>55%</i>	<i>52%</i>	<i>49%</i>	<i>43%</i>	<i>34%</i>	<i>31%</i>
<i>Disagree (Net)</i>	<i>12%</i>	<i>10%</i>	<i>13%</i>	<i>14%</i>	<i>14%</i>	<i>20%</i>	<i>23%</i>

h. **[Split base]** I think companies should remain neutral on social issues

	6/22-23, 2021 (N=588)	6/7-8, 2022 (N=558)	6/6-7, 2023 (N=554)
Strongly agree	24%	23%	29%
Somewhat agree	18%	22%	24%
Neither agree nor disagree	30%	35%	28%
Somewhat disagree	20%	14%	13%
Strongly disagree	8%	7%	7%
<i>Agree (Net)</i>	<i>42%</i>	<i>45%</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>18%</i>	<i>21%</i>	<i>20%</i>





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11. How much do you agree or disagree with the following statements? (Continued)

i. **[Split base]** I think companies should remain neutral on political issues

	6/22-23, 2021 (N=588)	6/7-8, 2022 (N=559)	6/6-7, 2023 (N=554)
Strongly agree	28%	29%	32%
Somewhat agree	28%	23%	26%
Neither agree nor disagree	27%	26%	26%
Somewhat disagree	12%	14%	10%
Strongly disagree	5%	8%	6%
<i>Agree (Net)</i>	<i>56%</i>	<i>53%</i>	<i>58%</i>
<i>Disagree (Net)</i>	<i>17%</i>	<i>22%</i>	<i>16%</i>

j. It is appropriate for any brand to take a stance on racial justice

	6/22-23, 2021	6/7-8, 2022	6/6-7, 2023
Strongly agree	18%	18%	18%
Somewhat agree	26%	23%	25%
Neither agree nor disagree	33%	36%	33%
Somewhat disagree	10%	11%	13%
Strongly disagree	13%	12%	11%
<i>Agree (Net)</i>	<i>44%</i>	<i>41%</i>	<i>43%</i>
<i>Disagree (Net)</i>	<i>23%</i>	<i>23%</i>	<i>24%</i>

k. **[Split base]** If a corporation takes a stand on a political issue that I don't agree with, I'm less likely to buy their products or use their services

	6/22-23, 2021 (N=588)	6/7-8, 2022 (N=559)	6/6-7, 2023 (N=554)
Strongly agree	23%	18%	17%
Somewhat agree	32%	24%	31%
Neither agree nor disagree	34%	42%	37%
Somewhat disagree	8%	9%	12%
Strongly disagree	4%	8%	3%
<i>Agree (Net)</i>	<i>54%</i>	<i>42%</i>	<i>48%</i>
<i>Disagree (Net)</i>	<i>12%</i>	<i>17%</i>	<i>15%</i>

l. **[Split base]** If a corporation takes a stand on a social issue that I don't agree with, I'm less likely to buy their products or use their services

	6/22-23, 2021 (N=588)	6/7-8, 2022 (N=558)	6/6-7, 2023 (N=554)
Strongly agree	22%	15%	23%
Somewhat agree	30%	27%	29%
Neither agree nor disagree	35%	42%	36%
Somewhat disagree	9%	10%	9%
Strongly disagree	4%	6%	3%
<i>Agree (Net)</i>	<i>52%</i>	<i>42%</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>13%</i>	<i>16%</i>	<i>12%</i>





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11. How much do you agree or disagree with the following statements? *Continued*

- m. If a corporation takes a stand on an issue, they should stick by their decision, even if it makes some consumers angry

	6/6-7, 2023
Strongly agree	21%
Somewhat agree	32%
Neither agree nor disagree	32%
Somewhat disagree	7%
Strongly disagree	8%
<i>Agree (Net)</i>	<i>53%</i>
<i>Disagree (Net)</i>	<i>15%</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 June 6-7, 2023. For this survey, a sample of 1,108 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-eight wave was conducted January 31-February 1, 2023, among 1,118 adults
- The sixty-ninth wave was conducted February 14-15, 2023, among 1,109 adults
- The 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 seventy-sixth wave was conducted May 23-24, 2023, among 1,116 respondents
- The seventy-seventh wave was conducted June 6-7, 2023 among 1,108 respondents





PUBLIC POLL FINDINGS AND METHODOLOGY

The sample for this study was randomly drawn from [Ipsos' online panel](#), partner online panel sources, and “[river sampling](#)” and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2019 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.6 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following ($n=1,108$, $DEFF=1.5$, 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, seventy-fifth, seventy-sixth, and seventy-seventh waves of this study have a credibility interval of 3.6 percentage points.

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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.

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