



# PUBLIC POLL FINDINGS AND METHODOLOGY

## Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, July 21, 2023

- [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>7/18-19, 2023 (N=574)</b>	60%	20%	20%
<b>6/21-22, 2023 (N=580)</b>	52%	25%	23%
<b>6/6-7, 2023 (N=582)</b>	60%	21%	19%
<b>5/23-24, 2023 (N=599)</b>	52%	24%	23%
<b>5/9-10, 2023 (N=615)</b>	59%	20%	21%
<b>4/25-26, 2023 (N=582)</b>	52%	29%	19%
<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%





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2. In the past year, have you relocated, or considered relocating to another city?

	Yes (Net)	Yes, permanently	Yes, temporarily	No, but I plan to relocate	No, but I have given it some thought	No, and I have no plans to relocate	No (Net)	Don't know
<b>7/18-19, 2023 (N=1,110)</b>	12%	9%	3%	7%	18%	61%	85%	2%
<b>3/1-2, 2022</b>	13%	7%	6%	6%	10%	69%	84%	2%
<b>6/8-9, 2021</b>	11%	6%	6%	5%	10%	69%	85%	4%
<b>11/10-12, 2020</b>	12%	5%	7%	8%	11%	65%	85%	3%
<b>6/8-9, 2020</b>	9%	3%	6%	5%	7%	74%	86%	4%

*\*Asked in previous waves as "Since March 2020, have you relocated, or considered relocating because of the coronavirus pandemic and other events in recent months?"*

3. **[SKIP IF 'NO PLANS TO RELOCATE' OR DON'T KNOW IN Q2]** To where have you moved or thought of moving? Select all the characteristics that apply.

	6/8-9, 2020 (N=248)	11/10-12, 2020 (N=327)	6/8-9, 2021 (N=303)	3/1-2, 2022 (N=297)	7/18-19, 2023 (N=427)
Suburban area	14%	22%	23%	21%	31%
Rural area	17%	22%	18%	19%	24%
Closer to family	14%	14%	14%	22%	23%
Small city (<100K population)	14%	15%	14%	13%	21%
Large city (500K+)	6%	9%	14%	20%	17%
Urban area (city or city center)	8%	17%	16%	11%	16%
Medium city (100<500K population)	11%	11%	12%	9%	16%
Closer to natural attractions	10%	-	-	-	14%
Coastal	10%	-	-	-	10%
Your hometown	10%	10%	11%	13%	7%
College town	6%	-	-	-	7%
Tourist area	3%	-	-	-	4%
Somewhere else	4%	4%	3%	2%	1%
Don't know	6%	4%	7%	5%	4%





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4. Regardless of your current plans to move, when thinking generally of a place you would be willing to move to, how would you rate each of the following in terms of their importance in making that place a great place to live? You can choose any number from 1 to 10, where 10 means it is extremely important in making that place a great place to live, and 1 means it is not important at all.

	3/1-2, 2022	7/18-19, 2023
Overall cost of living	8.1	8.4
Ability to afford housing that meets your/your family's needs	8	8.3
Crime rate	8	8.3
Access to affordable healthcare	7.8	7.9
Climate	7.3	7.4
Relative risk of natural disasters (fire, earthquakes, flooding, tornadoes)	7	7
Available jobs	6.7	6.7
Amenities like cultural institutions, parks, farmers markets	6.6	6.5
How engaged residents are in their community	6.1	6.1
Proximity to people in similar life stages (retirees, young families, etc.)	6.4	6.1
Daily commute times	6.1	5.8
Quality of public schools	5.9	5.8
Racial and ethnic diversity	6.1	5.8
Access to higher education options	5.6	5.4
Whether the place leans Republican or Democratic in its voting	5.3	5.3
Public transportation	5.4	5

### a. Overall cost of living

	3/1-2, 2022	7/18-19, 2023
10 – Extremely important	35%	38%
9	13%	19%
8	19%	20%
7	14%	8%
6	7%	5%
5	7%	6%
4	2%	2%
3	1%	*
2	1%	*
1 – Not important at all	1%	1%
Mean	8.1	8.4





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4. Regardless of your current plans to move, when thinking generally of a place you would be willing to move to, how would you rate each of the following in terms of their importance in making that place a great place to live? You can choose any number from 1 to 10, where 10 means it is extremely important in making that place a great place to live, and 1 means it is not important at all. *(Continued)*

### b. Crime rate

	<b>3/1-2, 2022</b>	<b>7/18-19, 2023</b>
10 – Extremely important	34%	37%
9	14%	16%
8	17%	19%
7	13%	13%
6	8%	5%
5	6%	5%
4	3%	2%
3	1%	1%
2	1%	*
1 – Not important at all	2%	1%
<b>Mean</b>	<b>8</b>	<b>8.3</b>

### c. Quality of public schools

	<b>3/1-2, 2022</b>	<b>7/18-19, 2023</b>
10 – Extremely important	18%	17%
9	8%	11%
8	12%	12%
7	9%	7%
6	10%	4%
5	12%	14%
4	4%	6%
3	4%	4%
2	5%	3%
1 – Not important at all	18%	21%
<b>Mean</b>	<b>5.9</b>	<b>5.8</b>

### d. Climate

	<b>3/1-2, 2022</b>	<b>7/18-19, 2023</b>
10 – Extremely important	22%	23%
9	12%	11%
8	18%	22%
7	15%	16%
6	15%	9%
5	8%	7%
4	4%	4%
3	2%	1%
2	1%	1%
1 – Not important at all	3%	5%
<b>Mean</b>	<b>7.3</b>	<b>7.4</b>



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e. Whether the place leans Republican or Democratic in its voting

	3/1-2, 2022	7/18-19, 2023
10 – Extremely important	8%	8%
9	4%	4%
8	10%	12%
7	13%	16%
6	15%	11%
5	16%	16%
4	7%	5%
3	6%	4%
2	4%	2%
1 – Not important at all	17%	21%
Mean	5.3	5.3

f. How engaged residents are in their community

	3/1-2, 2022	7/18-19, 2023
10 – Extremely important	9%	9%
9	6%	8%
8	12%	13%
7	18%	18%
6	16%	13%
5	20%	16%
4	7%	9%
3	4%	5%
2	2%	4%
1 – Not important at all	6%	6%
Mean	6.1	6.1

g. Access to affordable healthcare

	3/1-2, 2022	7/18-19, 2023
10 – Extremely important	29%	28%
9	16%	14%
8	18%	22%
7	11%	16%
6	9%	7%
5	10%	6%
4	2%	2%
3	1%	*
2	1%	*
1 – Not important at all	2%	3%
Mean	7.8	7.9



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4. Regardless of your current plans to move, when thinking generally of a place you would be willing to move to, how would you rate each of the following in terms of their importance in making that place a great place to live? You can choose any number from 1 to 10, where 10 means it is extremely important in making that place a great place to live, and 1 means it is not important at all. *(Continued)*

### h. Racial and ethnic diversity

	3/1-2, 2022	7/18-19, 2023
10 – Extremely important	13%	10%
9	8%	9%
8	11%	14%
7	15%	14%
6	14%	9%
5	14%	18%
4	7%	5%
3	4%	3%
2	3%	4%
1 – Not important at all	10%	14%
<b>Mean</b>	<b>6.1</b>	<b>5.8</b>

### i. Public transportation

	3/1-2, 2022	7/18-19, 2023
10 – Extremely important	12%	12%
9	6%	4%
8	10%	10%
7	11%	9%
6	12%	9%
5	13%	16%
4	7%	7%
3	7%	6%
2	6%	5%
1 – Not important at all	16%	24%
<b>Mean</b>	<b>5.4</b>	<b>5</b>

### j. Available jobs

	3/1-2, 2022	7/18-19, 2023
10 – Extremely important	23%	20%
9	8%	16%
8	17%	17%
7	11%	10%
6	10%	4%
5	10%	10%
4	3%	5%
3	3%	3%
2	4%	2%
1 – Not important at all	11%	14%
<b>Mean</b>	<b>6.7</b>	<b>6.7</b>





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4. Regardless of your current plans to move, when thinking generally of a place you would be willing to move to, how would you rate each of the following in terms of their importance in making that place a great place to live? You can choose any number from 1 to 10, where 10 means it is extremely important in making that place a great place to live, and 1 means it is not important at all. *(Continued)*

### k. Daily commute times

	<b>3/1-2, 2022</b>	<b>7/18-19, 2023</b>
10 – Extremely important	14%	12%
9	8%	6%
8	14%	16%
7	14%	13%
6	11%	10%
5	14%	12%
4	4%	6%
3	4%	4%
2	3%	5%
1 – Not important at all	13%	16%
<b>Mean</b>	<b>6.1</b>	<b>5.8</b>

### l. Ability to afford housing that meets your/your family's needs

	<b>3/1-2, 2022</b>	<b>7/18-19, 2023</b>
10 – Extremely important	35%	39%
9	15%	16%
8	17%	17%
7	12%	11%
6	8%	6%
5	7%	7%
4	2%	2%
3	1%	*
2	1%	*
1 – Not important at all	3%	1%
<b>Mean</b>	<b>8</b>	<b>8.3</b>

### m. Access to higher education options

	<b>3/1-2, 2022</b>	<b>7/18-19, 2023</b>
10 – Extremely important	11%	10%
9	9%	6%
8	13%	10%
7	11%	15%
6	10%	9%
5	13%	15%
4	6%	7%
3	5%	6%
2	4%	3%
1 – Not important at all	18%	19%
<b>Mean</b>	<b>5.6</b>	<b>5.4</b>





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4. Regardless of your current plans to move, when thinking generally of a place you would be willing to move to, how would you rate each of the following in terms of their importance in making that place a great place to live? You can choose any number from 1 to 10, where 10 means it is extremely important in making that place a great place to live, and 1 means it is not important at all. *(Continued)*

n. Proximity to people in similar life stages (retirees, young families, etc.)

	3/1-2, 2022	7/18-19, 2023
10 – Extremely important	10%	6%
9	7%	8%
8	16%	16%
7	18%	19%
6	15%	16%
5	18%	16%
4	5%	7%
3	4%	2%
2	1%	1%
1 – Not important at all	5%	8%
Mean	6.4	6.1

o. Amenities like cultural institutions, parks, farmers markets

	3/1-2, 2022	7/18-19, 2023
10 – Extremely important	12%	10%
9	8%	6%
8	16%	18%
7	20%	22%
6	16%	11%
5	13%	14%
4	5%	6%
3	3%	2%
2	2%	3%
1 – Not important at all	5%	6%
Mean	6.6	6.5

p. Relative risk of natural disasters (fire, earthquakes, flooding, tornadoes)

	3/1-2, 2022	7/18-19, 2023
10 – Extremely important	20%	17%
9	8%	11%
8	18%	19%
7	16%	13%
6	11%	12%
5	12%	16%
4	7%	3%
3	3%	2%
2	2%	2%
1 – Not important at all	3%	4%
Mean	7	7





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5. When thinking of a place you would be willing to move to, how would you rank the following in terms of their importance in making that place a great place to live? *Please rank these items from 1 to 16, placing 1 next to the most important, 2 next to the second most important, and so on.*

*Rank Mean Summary Table*

	<b>7/18-19, 2023</b>
Overall cost of living	4.5
Ability to afford housing that meets your/your family's needs	5.6
Crime rate	5.9
Climate	6.7
Access to affordable healthcare	7.5
Relative risk of natural disasters (fire, earthquakes, flooding, tornadoes)	7.9
Amenities like cultural institutions, parks, farmers markets	8
Available jobs	8.4
Proximity to people in similar life stages (retirees, young families, etc.)	8.8
Daily commute times	9.4
How engaged residents are in their community	9.8
Quality public schools	10.1
Racial and ethnic diversity	10.3
Public transportation	10.6
Whether the place leans Republican or Democratic in its voting	11.1
Access to higher education options	11.4

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

	<b>5/9-10, 2023</b>	<b>5/23-24, 2023</b>	<b>6/6-7, 2023</b>	<b>6/21-22, 2023</b>	<b>7/18-19, 2023</b>
Very familiar	17%	21%	21%	20%	19%
Somewhat familiar	48%	47%	52%	48%	45%
Not very familiar	24%	19%	18%	20%	25%
Not at all familiar	9%	7%	7%	8%	10%
Don't know	3%	5%	1%	3%	1%
<i>Familiar (Net)</i>	<b>65%</b>	<b>69%</b>	<b>73%</b>	<b>69%</b>	<b>64%</b>
<i>Not familiar (Net)</i>	<b>32%</b>	<b>26%</b>	<b>26%</b>	<b>28%</b>	<b>35%</b>

7. How familiar, if at all, are you with the concept of ESG, or environmental, social, and governance principles for businesses to adopt?

	<b>7/18-19, 2023</b>
Very familiar	9%
Somewhat familiar	26%
Not very familiar	26%
Not at all familiar	34%
Don't know	5%
<i>Familiar (Net)</i>	<b>35%</b>
<i>Not familiar (Net)</i>	<b>61%</b>





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8. 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*

	5/9-10, 2023	5/23-24, 2023	7/18-19, 2023
Assisting with order taking at restaurants	n/a	60%	63%
Creating entirely original music	49%	46%	50%
Writing scripts for movies or TV shows	52%	45%	44%
Creating music in the style of existing human artists	46%	40%	43%
Screening job applicants	45%	n/a	42%
Creating content for social media influencers	n/a	38%	37%
Creating realistic sports content like tennis matches between AI-generated players	45%	38%	37%
Creating video or audio in the likeness of actual actors (past or present)	36%	36%	35%
Writing news stories and articles for publication	n/a	34%	34%
Creating political ads with realistic generated video	n/a	28%	31%

a. Writing scripts for movies or TV shows

	5/9-10, 2023	5/23-24, 2023	7/18-19, 2023
Very comfortable	12%	10%	10%
Somewhat comfortable	40%	35%	34%
Not very comfortable	27%	31%	26%
Not at all comfortable	21%	24%	31%
<b>Comfortable (Net)</b>	<b>52%</b>	<b>45%</b>	<b>44%</b>
<b>Uncomfortable (Net)</b>	<b>48%</b>	<b>55%</b>	<b>56%</b>

b. Creating music in the style of existing human artists

	5/9-10, 2023	5/23-24, 2023	7/18-19, 2023
Very comfortable	11%	11%	12%
Somewhat comfortable	34%	29%	31%
Not very comfortable	29%	33%	27%
Not at all comfortable	25%	27%	30%
<b>Comfortable (Net)</b>	<b>46%</b>	<b>40%</b>	<b>43%</b>
<b>Uncomfortable (Net)</b>	<b>54%</b>	<b>60%</b>	<b>57%</b>

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

	5/9-10, 2023	5/23-24, 2023	7/18-19, 2023
Very comfortable	10%	12%	10%
Somewhat comfortable	26%	24%	25%
Not very comfortable	35%	33%	30%
Not at all comfortable	29%	32%	36%
<b>Comfortable (Net)</b>	<b>36%</b>	<b>36%</b>	<b>35%</b>
<b>Uncomfortable (Net)</b>	<b>64%</b>	<b>64%</b>	<b>65%</b>

d. Creating entirely original music

	5/9-10, 2023	5/23-24, 2023	7/18-19, 2023
Very comfortable	13%	16%	13%
Somewhat comfortable	36%	30%	37%
Not very comfortable	28%	31%	24%
Not at all comfortable	23%	24%	26%
<b>Comfortable (Net)</b>	<b>49%</b>	<b>46%</b>	<b>50%</b>
<b>Uncomfortable (Net)</b>	<b>51%</b>	<b>54%</b>	<b>50%</b>





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8. 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*)

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

	5/9-10, 2023	5/23-24, 2023	7/18-19, 2023
Very comfortable	11%	12%	9%
Somewhat comfortable	30%	27%	28%
Not very comfortable	30%	30%	27%
Not at all comfortable	29%	31%	36%
<b>Comfortable (Net)</b>	<b>41%</b>	<b>38%</b>	<b>37%</b>
<b>Uncomfortable (Net)</b>	<b>59%</b>	<b>62%</b>	<b>63%</b>

f. Creating political ads with realistic generated video

	5/23-24, 2023	7/18-19, 2023
Very comfortable	10%	8%
Somewhat comfortable	18%	24%
Not very comfortable	34%	28%
Not at all comfortable	38%	41%
<b>Comfortable (Net)</b>	<b>28%</b>	<b>31%</b>
<b>Uncomfortable (Net)</b>	<b>72%</b>	<b>69%</b>

g. Assisting with order taking at restaurants

	5/23-24, 2023	7/18-19, 2023
Very comfortable	19%	19%
Somewhat comfortable	41%	44%
Not very comfortable	25%	21%
Not at all comfortable	14%	16%
<b>Comfortable (Net)</b>	<b>60%</b>	<b>63%</b>
<b>Uncomfortable (Net)</b>	<b>40%</b>	<b>37%</b>

h. Creating content for social media influencers

	5/23-24, 2023	7/18-19, 2023
Very comfortable	9%	10%
Somewhat comfortable	29%	27%
Not very comfortable	32%	30%
Not at all comfortable	30%	33%
<b>Comfortable (Net)</b>	<b>38%</b>	<b>37%</b>
<b>Uncomfortable (Net)</b>	<b>62%</b>	<b>63%</b>

i. Writing news stories and articles for publication

	5/23-24, 2023	7/18-19, 2023
Very comfortable	7%	9%
Somewhat comfortable	27%	25%
Not very comfortable	34%	30%
Not at all comfortable	31%	36%
<b>Comfortable (Net)</b>	<b>34%</b>	<b>34%</b>
<b>Uncomfortable (Net)</b>	<b>66%</b>	<b>66%</b>





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8. 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*)

j. Screening job applicants

	3/28-29, 2023	5/9-10, 2023	7/18-19, 2023
Very comfortable	10%	10%	9%
Somewhat comfortable	33%	35%	33%
Not very comfortable	41%	34%	29%
Not at all comfortable	16%	21%	30%
<i>Comfortable (Net)</i>	<i>43%</i>	<i>45%</i>	<i>42%</i>
<i>Uncomfortable (Net)</i>	<i>57%</i>	<i>55%</i>	<i>58%</i>

9. When a company commits to transparency with environmental, social, and governance practices, which of the following, if any, should be reported to the public? Please select all that apply.

	7/18-19, 2023
The environment impact of production	59%
The environmental impact of the item's raw materials	56%
The impact of production on people and communities, also known as the social impact	55%
How it was sourced	54%
The impact of sourcing raw materials on people and communities, also known as the social impact	54%
How it was manufactured	49%
None of these	14%

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

*Agree Summary Table*

	7/18-19, 2023
I am concerned about how the disposal or recycling of electric vehicle (EV) batteries will affect our planet	74%
I am concerned about how the production of electric vehicle (EV) batteries will affect our planet	73%
Car companies must do more beyond making electric vehicles to prove they are committed to environmental change	70%
I am more likely to purchase a vehicle from a company that is transparent about environmental, social, or governance (ESG) issues	60%
I am more likely to purchase a vehicle from a company that is diverse and inclusive.	57%
I am more likely to purchase a vehicle from a company that takes a stand on a social or political issue that I agree with	48%





## PUBLIC POLL FINDINGS AND METHODOLOGY

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

- a. I am concerned about how the production of electric vehicle (EV) batteries will affect our planet

	<b>7/18-19, 2023</b>
Strongly agree	36%
Somewhat agree	37%
Somewhat disagree	11%
Strongly disagree	7%
Don't know	8%
<i>Agree (Net)</i>	<i>73%</i>
<i>Disagree (Net)</i>	<i>18%</i>

- b. I am concerned about how the disposal or recycling of electric vehicle (EV) batteries will affect our planet

	<b>7/18-19, 2023</b>
Strongly agree	39%
Somewhat agree	35%
Somewhat disagree	11%
Strongly disagree	7%
Don't know	8%
<i>Agree (Net)</i>	<i>74%</i>
<i>Disagree (Net)</i>	<i>18%</i>

- c. I am more likely to purchase a vehicle from a company that takes a stand on a social or political issue that I agree with

	<b>7/18-19, 2023</b>
Strongly agree	15%
Somewhat agree	33%
Somewhat disagree	22%
Strongly disagree	17%
Don't know	13%
<i>Agree (Net)</i>	<i>48%</i>
<i>Disagree (Net)</i>	<i>39%</i>





## PUBLIC POLL FINDINGS AND METHODOLOGY

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

- d. I am more likely to purchase a vehicle from a company that is transparent about environmental, social, or governance (ESG) issues

	<b>7/18-19, 2023</b>
Strongly agree	22%
Somewhat agree	38%
Somewhat disagree	14%
Strongly disagree	9%
Don't know	16%
<b>Agree (Net)</b>	<b>60%</b>
<b>Disagree (Net)</b>	<b>24%</b>

- e. Car companies must do more beyond making electric vehicles to prove they are committed to environmental change

	<b>7/18-19, 2023</b>
Strongly agree	37%
Somewhat agree	33%
Somewhat disagree	10%
Strongly disagree	9%
Don't know	11%
<b>Agree (Net)</b>	<b>70%</b>
<b>Disagree (Net)</b>	<b>19%</b>

- f. I am more likely to purchase a vehicle from a company that is diverse and inclusive.

	<b>7/18-19, 2023</b>
Strongly agree	22%
Somewhat agree	36%
Somewhat disagree	15%
Strongly disagree	11%
Don't know	17%
<b>Agree (Net)</b>	<b>57%</b>
<b>Disagree (Net)</b>	<b>26%</b>





# PUBLIC POLL FINDINGS AND METHODOLOGY

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

*Familiar Summary Table*

	7/7-10, 2023	7/18-19, 2023
Temperatures reaching the hottest ever recorded on Earth	n/a	70%
Hollywood actors joining the ongoing writers' strike	n/a	63%
The opening of the Barbie movie	n/a	60%
The federal government eliminating \$39 million in federal student loan debt from some borrowers in the coming weeks	n/a	59%
The flooding in Vermont, New York, and other East Coast states	n/a	53%
The NATO meetings discussing whether Ukraine and Sweden should join the alliance	n/a	52%
Inflation continuing to fall to its lowest point since 2021	n/a	50%
Meta launching a new social platform called Threads	44%	44%
The opening of the Oppenheimer movie	n/a	43%
The last of the U.S. chemical weapons stockpile being decommissioned	n/a	26%

a. The flooding in Vermont, New York, and other East Coast states

	7/18-19, 2023
Very familiar	20%
Somewhat familiar	33%
Heard of it, but that's it	22%
Never heard of it	24%
<b>Familiar (Net)</b>	<b>53%</b>
<b>Not Familiar (Net)</b>	<b>47%</b>

b. The NATO meetings discussing whether Ukraine and Sweden should join the alliance

	7/18-19, 2023
Very familiar	15%
Somewhat familiar	37%
Heard of it, but that's it	26%
Never heard of it	22%
<b>Familiar (Net)</b>	<b>52%</b>
<b>Not Familiar (Net)</b>	<b>48%</b>

c. Inflation continuing to fall to its lowest point since 2021

	7/18-19, 2023
Very familiar	17%
Somewhat familiar	33%
Heard of it, but that's it	26%
Never heard of it	23%
<b>Familiar (Net)</b>	<b>50%</b>
<b>Not Familiar (Net)</b>	<b>50%</b>



## PUBLIC POLL FINDINGS AND METHODOLOGY

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

d. Temperatures reaching the hottest ever recorded on Earth

	<b>7/18-19, 2023</b>
Very familiar	36%
Somewhat familiar	34%
Heard of it, but that's it	18%
Never heard of it	13%
<b>Familiar (Net)</b>	<b>70%</b>
<b>Not Familiar (Net)</b>	<b>30%</b>

e. The opening of the Barbie movie

	<b>7/18-19, 2023</b>
Very familiar	23%
Somewhat familiar	37%
Heard of it, but that's it	31%
Never heard of it	9%
<b>Familiar (Net)</b>	<b>60%</b>
<b>Not Familiar (Net)</b>	<b>40%</b>

f. The opening of the Oppenheimer movie

	<b>7/18-19, 2023</b>
Very familiar	16%
Somewhat familiar	27%
Heard of it, but that's it	26%
Never heard of it	31%
<b>Familiar (Net)</b>	<b>43%</b>
<b>Not Familiar (Net)</b>	<b>57%</b>

g. The last of the U.S. chemical weapons stockpile being decommissioned

	<b>7/18-19, 2023</b>
Very familiar	8%
Somewhat familiar	18%
Heard of it, but that's it	22%
Never heard of it	53%
<b>Familiar (Net)</b>	<b>26%</b>
<b>Not Familiar (Net)</b>	<b>74%</b>







## PUBLIC POLL FINDINGS AND METHODOLOGY

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

h. Meta launching a new social platform called Threads

	7/7-10, 2023	7/18-19, 2023
Very familiar	24%	14%
Somewhat familiar	20%	29%
Heard of it, but that's it	25%	26%
Never heard of it	30%	30%
<b>Familiar (Net)</b>	<b>44%</b>	<b>44%</b>
<b>Not Familiar (Net)</b>	<b>56%</b>	<b>56%</b>

i. Hollywood actors joining the ongoing writers' strike

	7/18-19, 2023
Very familiar	26%
Somewhat familiar	37%
Heard of it, but that's it	21%
Never heard of it	16%
<b>Familiar (Net)</b>	<b>63%</b>
<b>Not Familiar (Net)</b>	<b>37%</b>

j. The federal government eliminating \$39 million in federal student loan debt from some borrowers in the coming weeks

	7/18-19, 2023
Very familiar	20%
Somewhat familiar	40%
Heard of it, but that's it	26%
Never heard of it	15%
<b>Familiar (Net)</b>	<b>59%</b>
<b>Not Familiar (Net)</b>	<b>41%</b>





## PUBLIC POLL FINDINGS AND METHODOLOGY

12. 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. The flooding in Vermont, New York, and other East Coast states

	<b>7/18-19, 2023</b>
I care a lot	40%
I care a little	40%
I don't care at all	13%
Don't know	6%

b. The NATO meetings discussing whether Ukraine and Sweden should join the alliance

	<b>7/18-19, 2023</b>
I care a lot	34%
I care a little	39%
I don't care at all	18%
Don't know	9%

c. Inflation continuing to fall to its lowest point since 2021

	<b>7/18-19, 2023</b>
I care a lot	58%
I care a little	27%
I don't care at all	8%
Don't know	6%

d. Temperatures reaching the hottest ever recorded on Earth

	<b>7/18-19, 2023</b>
I care a lot	55%
I care a little	30%
I don't care at all	12%
Don't know	4%

e. The opening of the Barbie movie

	<b>7/18-19, 2023</b>
I care a lot	11%
I care a little	19%
I don't care at all	66%
Don't know	4%

f. The opening of the Oppenheimer movie

	<b>7/18-19, 2023</b>
I care a lot	12%
I care a little	27%
I don't care at all	55%
Don't know	7%





## PUBLIC POLL FINDINGS AND METHODOLOGY

12. 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 last of the U.S. chemical weapons stockpile being decommissioned

	7/18-19, 2023
I care a lot	35%
I care a little	39%
I don't care at all	14%
Don't know	12%

h. Meta launching a new social platform called Threads

	7/7-10, 2023	7/18-19, 2023
I care a lot	10%	11%
I care a little	21%	19%
I don't care at all	58%	64%
Don't know	11%	6%

i. Hollywood actors joining the ongoing writers' strike

	7/18-19, 2023
I care a lot	22%
I care a little	32%
I don't care at all	39%
Don't know	7%

j. The federal government eliminating \$39 million in federal student loan debt from some borrowers in the coming weeks

	7/18-19, 2023
I care a lot	41%
I care a little	34%
I don't care at all	18%
Don't know	7%





## PUBLIC POLL FINDINGS AND METHODOLOGY

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

### Total Likely Summary

	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	5/10-11, 2022	3/28-29, 2023	5/23-24, 2023	7/18-19, 2023
Go on any overnight trips, by car, less than 100 miles away	64%	65%	70%	65%	68%	66%	67%	69%	69%	67%	52%
Go on any overnight trips, by car, more than 100 miles away	63%	65%	68%	64%	68%	67%	66%	68%	71%	67%	49%
Travel by plane within the U.S.	42%	42%	46%	46%	44%	51%	50%	48%	52%	52%	37%
<b>[If parent]</b> Send your child(ren) to camp (N=274)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	40%	42%	30%
Travel by plane internationally	22%	22%	26%	24%	22%	29%	30%	29%	26%	29%	20%

*\*This wave added the option to select 'I have already done this'*

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

	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	5/10-11, 2022	3/28-29, 2023	5/23-24, 2023	7/18-19, 2023
Very likely	28%	31%	35%	30%	32%	28%	30%	36%	36%	30%	22%
Somewhat likely	37%	34%	34%	35%	37%	38%	37%	33%	33%	38%	30%
Not very likely	23%	21%	17%	20%	18%	19%	19%	18%	17%	20%	18%
Not at all likely	13%	14%	13%	15%	13%	15%	14%	13%	13%	13%	22%
I have already done this	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	8%
<b>Likely (Net)</b>	<b>64%</b>	<b>65%</b>	<b>70%</b>	<b>65%</b>	<b>68%</b>	<b>66%</b>	<b>67%</b>	<b>69%</b>	<b>69%</b>	<b>67%</b>	<b>52%</b>
<b>Not likely (Net)</b>	<b>36%</b>	<b>35%</b>	<b>30%</b>	<b>35%</b>	<b>32%</b>	<b>34%</b>	<b>33%</b>	<b>31%</b>	<b>31%</b>	<b>33%</b>	<b>40%</b>

*\*This wave added the option to select 'I have already done this'*

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

	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	5/10-11, 2022	3/28-29, 2023	5/23-24, 2023	7/18-19, 2023
Very likely	28%	31%	36%	31%	34%	31%	33%	36%	38%	34%	23%
Somewhat likely	35%	34%	32%	33%	34%	36%	33%	31%	32%	33%	26%
Not very likely	24%	21%	17%	19%	19%	18%	19%	19%	17%	18%	18%
Not at all likely	13%	14%	15%	17%	13%	16%	15%	14%	13%	15%	22%
I have already done this	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	11%
<b>Likely (Net)</b>	<b>63%</b>	<b>65%</b>	<b>68%</b>	<b>64%</b>	<b>68%</b>	<b>67%</b>	<b>66%</b>	<b>68%</b>	<b>71%</b>	<b>67%</b>	<b>49%</b>
<b>Not likely (Net)</b>	<b>37%</b>	<b>35%</b>	<b>32%</b>	<b>36%</b>	<b>32%</b>	<b>33%</b>	<b>34%</b>	<b>32%</b>	<b>29%</b>	<b>33%</b>	<b>40%</b>



## PUBLIC POLL FINDINGS AND METHODOLOGY

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

c. Travel by plane within the U.S.

	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	5/10-11, 2022	3/28-29, 2023	5/23-24, 2023	7/18-19, 2023
Very likely	18%	19%	23%	22%	22%	24%	24%	26%	29%	27%	16%
Somewhat likely	24%	23%	23%	24%	22%	27%	26%	22%	23%	25%	21%
Not very likely	27%	28%	23%	25%	27%	24%	22%	26%	24%	23%	19%
Not at all likely	30%	30%	31%	28%	28%	25%	28%	27%	25%	25%	37%
I have already done this	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	7%
<b>Likely (Net)</b>	<b>42%</b>	<b>42%</b>	<b>46%</b>	<b>46%</b>	<b>44%</b>	<b>51%</b>	<b>50%</b>	<b>48%</b>	<b>52%</b>	<b>52%</b>	<b>37%</b>
<b>Not likely (Net)</b>	<b>58%</b>	<b>58%</b>	<b>54%</b>	<b>54%</b>	<b>56%</b>	<b>49%</b>	<b>50%</b>	<b>52%</b>	<b>48%</b>	<b>48%</b>	<b>56%</b>

\*This wave added the option to select 'I have already done this'

d. Travel by plane internationally

	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	5/10-11, 2022	3/28-29, 2023	5/23-24, 2023	7/18-19, 2023
Very likely	10%	9%	11%	10%	10%	13%	13%	14%	11%	16%	9%
Somewhat likely	12%	13%	15%	13%	11%	16%	17%	15%	15%	13%	11%
Not very likely	25%	25%	24%	27%	25%	23%	22%	22%	32%	24%	17%
Not at all likely	53%	53%	50%	50%	53%	48%	49%	48%	42%	47%	59%
I have already done this	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	4%
<b>Likely (Net)</b>	<b>22%</b>	<b>22%</b>	<b>26%</b>	<b>24%</b>	<b>22%</b>	<b>29%</b>	<b>30%</b>	<b>29%</b>	<b>26%</b>	<b>29%</b>	<b>20%</b>
<b>Not likely (Net)</b>	<b>78%</b>	<b>78%</b>	<b>74%</b>	<b>76%</b>	<b>78%</b>	<b>71%</b>	<b>70%</b>	<b>71%</b>	<b>74%</b>	<b>71%</b>	<b>76%</b>

\*This wave added the option to select 'I have already done this'

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

	3/28-29, 2023 (N=274)	5/23-24, 2023 (N=295)	7/18-19, 2023 (N=274)
Very likely	19%	13%	15%
Somewhat likely	21%	29%	16%
Not very likely	21%	29%	18%
Not at all likely	39%	28%	43%
I have already done this	n/a	n/a	9%
<b>Likely (Net)</b>	<b>40%</b>	<b>42%</b>	<b>30%</b>
<b>Not likely (Net)</b>	<b>60%</b>	<b>58%</b>	<b>60%</b>

\*This wave added the option to select 'I have already done this'



## PUBLIC POLL FINDINGS AND METHODOLOGY

14. **[Asked if 'I have already done this' to plane travel in Q13]** Have you experienced any of the following during your plane travel this summer? If you have traveled by plane more than once, please think back to all of your experiences from Memorial Day until now. Please select all that apply.

	<b>7/18-19, 2023</b>
Quickly going through security	38%
Flight delays	33%
Poor customer service	20%
Above and beyond customer service	12%
Delays or issues specifically due to severe weather	12%
Flight cancellations	10%
Unexpected charges (e.g. for baggage, booking seats, hotel fees)	6%
Excessive turbulence or rough air	6%
Your seat being upgraded	4%
None of these	33%

15. **[Asked if 'I have already done this' to car travel in Q13]** Have you experienced any of the following during your car travel this summer? If you have taken multiple road trips, please think back to all of your experiences from Memorial Day until now. Please select all that apply.

	<b>7/18-19, 2023</b>
Unexpected traffic	41%
Road construction delays	39%
Driving through severe weather	30%
Road or lane closures that were not indicated on your map/GPS	21%
Planned a trip with the specific goal of avoiding traffic or road closures	20%
Delays or issues specifically due to severe weather	11%
Flat tire	6%
Ran out of gasoline/battery	3%
None of these	32%



## PUBLIC POLL FINDINGS AND METHODOLOGY

### About the Study

These are some of the findings of the seventy-eighth wave of an Ipsos poll conducted between July 18-19, 2023. For this survey, a sample of 1,110 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-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
- The seventy-eighth wave was conducted June 21-22, 2023 among 1,109 respondents
- The seventy-ninth wave was conducted July 18-19, 2023 among 1,109 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 ( $n=1,110$ ,  $DEFF=1.5$ , 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, seventy-third, seventy-fourth, seventy-fifth, seventy-sixth, seventy-seventh, seventy-eighth, and seventy-ninth 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)

