PUBLIC POLL FINDINGS AND METHODOLOGY

1Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, August 21, 2023

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

	5 - Intolerable	4	3	2	1 - Not a problem at all
8/15-16, 2023 (N=1,115)	6%	8%	19%	18%	50%
8/1-2, 2023	5%	7%	25%	23%	41%
4/25-26, 2023	5%	8%	18%	22%	47%
4/11-12,2023	9%	9%	22%	22%	38%
3/28-29, 2023	8%	9%	25%	18%	40%
3/14-15,2023	6%	7%	24%	19%	44%
2/28-3/1, 2023	6%	9%	26%	22%	38%
2/14-15, 2023	3%	9%	24%	23%	41%
1/18-19, 2023	3%	7%	28%	25%	36%
12/7-8, 2022	4%	8%	27%	23%	39%
11/9-10 2022	4%	8%	28%	22%	38%
10/25-26, 2022	4%	9%	27%	27%	34%
10/11-12, 2022	4%	9%	29%	25%	33%
9/27-28, 2022	3%	8%	26%	26%	36%
9/13-14, 2022	5%	9%	29%	25%	33%
8/30-31, 2022	4%	8%	32%	24%	31%
8/16-17, 2022	5%	9%	29%	23%	34%
8/2-3, 2022	6%	9%	30%	25%	30%
7/19-20, 2022	5%	8%	29%	25%	33%
6/22-23, 2022	8%	10%	33%	23%	26%
6/7-8, 2022	5%	9%	30%	25%	32%
5/24-25, 2022	8%	10%	29%	26%	27%
5/10-11, 2022	6%	11%	32%	24%	27%
4/26-27, 2022	6%	12%	29%	25%	29%
4/12-13, 2022	7%	10%	33%	23%	27%
3/29-30, 2022	9%	9%	30%	25%	26%
3/15-16, 2022	7%	10%	33%	23%	26%
3/1-2, 2022	6%	13%	34%	25%	22%
2/15-16, 2022	6%	12%	38%	23%	21%
2/1-3, 2022	6%	12%	37%	25%	20%
1/18-19, 2022	5%	14%	43%	20%	17%
1/4-5, 2022	6%	13%	42%	23%	17%
12/7-8, 2021	5%	12%	34%	27%	21%
11/22-23, 2021	5%	11%	32%	27%	25%
11/9-10, 2021	4%	11%	35%	26%	24%
10/26-27, 2021	5%	9%	38%	27%	21%
10/12-13, 2021	5%	9%	36%	28%	21%
9/28-29, 2021	5%	12%	36%	27%	20%
9/14-15, 2021	4%	12%	40%	26%	18%
8/31-9/1, 2021	5%	10%	37%	27%	21%
8/18-19, 2021	5%	12%	34%	28%	20%

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

	5 - Intolerable	4	3	2	1 - Not a problem at all
8/3-4, 2021	5%	11%	36%	26%	22%
7/20-21, 2021	6%	10%	34%	27%	23%
7/6-7, 2021	4%	11%	28%	30%	27%
6/22-23, 2021	4%	11%	35%	28%	21%
6/8-9, 2021	5%	11%	35%	31%	18%
5/25-26, 2021	6%	12%	39%	25%	17%
5/11-12, 2021	6%	12%	37%	26%	19%
4/27-28, 2021	5%	13%	41%	26%	16%
4/13-14, 2021	4%	15%	43%	23%	15%
3/30-31, 2021	8%	13%	41%	22%	15%
3/15-16, 2021	6%	14%	42%	24%	14%
3/2-3, 2021	6%	17%	43%	24%	10%
2/17-18, 2021	5%	17%	44%	21%	12%
2/2-3, 2021	6%	14%	44%	23%	12%
1/20-21, 2021	7%	15%	43%	23%	12%
12/9-10, 2020	6%	18%	44%	21%	11%
11/24-25, 2020	6%	16%	44%	23%	10%
11/10-11, 2020	8%	18%	41%	22%	11%
10/27-28, 2020	8%	15%	45%	21%	11%
10/13-14, 2020	7%	17%	44%	22%	10%
9/29-30, 2020	8%	17%	43%	21%	11%
9/15-16, 2020	7%	16%	42%	23%	12%
9/1-2, 2020	7%	16%	45%	22%	9%
8/18-19, 2020	7%	15%	48%	20%	11%
8/4-5, 2020	6%	15%	47%	21%	11%
7/21-22, 2020	7%	15%	47%	22%	9%
6/23-24, 2020	6%	15%	44%	23%	12%
6/8-9, 2020	6%	13%	45%	24%	12%
5/28-29, 2020	5%	16%	43%	24%	12%
5/14-15, 2020	8%	19%	41%	21%	12%
5/4-5, 2020	8%	19%	44%	20%	10%

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2. How often, if at all, are you wearing a mask when you are indoors, in public, right now?

	Always	Often	Sometimes	Rarely	Never
8/15-16, 2023	7%	6%	15%	27%	46%
1/18-19, 2023	14%	14%	24%	26%	22%
12/7-8, 2022	13%	12%	25%	26%	24%
11/9-10, 2022	10%	14%	23%	27%	27%
10/25-26, 2022	14%	16%	22%	25%	23%
10/11-12, 2022	15%	12%	23%	27%	23%
9/27-28, 2022	17%	11%	24%	26%	21%
9/13-14, 2022	18%	14%	20%	26%	21%
8/30-31, 2022	17%	14%	22%	27%	21%
8/16-17, 2022	18%	14%	25%	22%	21%
8/2-3, 2022	20%	15%	23%	23%	20%
7/19-20, 2022	15%	15%	21%	24%	25%
6/22-23, 2022	17%	16%	24%	23%	19%
6/7-8, 2022	19%	13%	25%	21%	23%
5/24-25, 2022	22%	18%	20%	17%	24%
5/10-11, 2022	22%	17%	23%	18%	19%
4/26-27, 2022	19%	18%	23%	21%	19%
4/12-13, 2022	26%	18%	23%	16%	17%
3/29-30, 2022	31%	17%	19%	18%	14%

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3. **[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
8/15-16, 2023 (N=568)	51%	23%	26%
8/1-2, 2023 (N=623)	50%	28%	22%
7/18-19, 2023 (N=574)	60%	20%	20%
6/21-22, 2023 (N=580)	52%	25%	23%
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%

4. Thinking about the prices you have paid for the following in recent weeks, do they generally seem higher, lower, or about the same as they did this time last year?*

Total Higher Summary

	7/6-7, 2021	8/31-9/1, 2021	11/9-10, 2021	12/7-8, 2021	1/4-1/5, 2022	1/18-19, 2022	2/15-16, 2022	3/15-16, 2022	4/12-13, 2022	5/10-11, 2022	6/22-23, 2022	7/19-20, 2022	8/16-17, 2022	9/13-14, 2022	8/15-16, 2023
Your total grocery bill	68%	72%	73%	76%	75%	77%	78%	79%	77%	79%	81%	82%	81%	80%	83%
Gasoline	78%	77%	79%	78%	74%	73%	79%	80%	83%	84%	81%	83%	74%	72%	80%
Food at restaurants	58%	59%	61%	62%	63%	64%	70%	63%	69%	71%	69%	71%	68%	73%	78%
Meat	66%	71%	73%	74%	73%	75%	77%	73%	75%	78%	78%	80%	78%	76%	76%
Fresh fruit and vegetables	60%	65%	69%	69%	66%	72%	68%	69%	71%	74%	72%	77%	76%	72%	72%
Your total household expenses (rent/mortgage, utilities, maintenance, etc.)	N/A	N/A	49%	54%	53%	58%	64%	57%	58%	60%	65%	60%	65%	64%	70%
Electricity	43%	46%	51%	52%	52%	55%	60%	57%	57%	58%	61%	60%	61%	62%	67%
Clothing	N/A	N/A	46%	44%	46%	48%	48%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	62%
Entertainment	N/A	N/A	41%	54%	42%	42%	45%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	58%

Prior to the 1/18/22 wave, the question text read, "Thinking about the prices you have paid for the following in recent weeks, do they generally seem higher, lower, or about the same as in the start of this year?"

a. Meat

	7/6-7, 2021	7/20-21, 2021	8/31-9/1, 2021	11/9-10, 2021	1/4-1/5, 2022	1/18-19, 2022	2/15-16, 2022	3/15-16, 2022	4/12-13, 2022	5/10-11, 2022	6/22-23, 2022	7/19-20, 2022	8/16-17, 2022	9/13-14, 2022	6/21-22, 2023	8/15-16, 2023
Much higher	25%	32%	32%	32%	39%	41%	49%	46%	43%	46%	50%	48%	46%	45%	31%	45%
Somewhat higher	41%	37%	39%	38%	34%	34%	28%	28%	33%	32%	28%	32%	31%	31%	39%	31%
About the same	24%	20%	19%	20%	18%	14%	13%	16%	14%	12%	12%	10%	12%	13%	18%	16%
Somewhat lower	3%	3%	1%	2%	2%	3%	3%	3%	4%	3%	2%	3%	3%	3%	3%	2%
Much lower	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%
Not applicable	3%	3%	2%	3%	3%	3%	3%	4%	3%	3%	3%	3%	3%	4%	5%	2%
Don't know	4%	4%	5%	4%	3%	4%	4%	2%	3%	2%	3%	3%	3%	3%	4%	3%
Higher (Net)	66%	69%	71%	70%	73%	75%	77%	73%	75%	78%	78%	80%	78%	76%	70%	76%
Lower (Net)	4%	4%	2%	3%	3%	5%	4%	4%	5%	5%	5%	4%	4%	4%	3%	3%

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4. Thinking about the prices you have paid for the following in recent weeks, do they generally seem higher, lower, or about the same as they did this time last year?* *(Continued)*

b. Fresh fruit and vegetables

	7/6-7, 2021	7/20-21, 2021	8/31-9/1, 2021	11/9-10, 2021	1/4-1/5, 2022	1/18-19, 2022	2/15-16, 2022	3/15-16, 2022	4/12-13, 2022	5/10-11, 2022	6/22-23, 2022	7/19-20, 2022	8/16-17, 2022	9/13-14, 2022	6/21-22, 2023	8/15-16, 2023
Much higher	16%	22%	20%	24%	25%	28%	32%	27%	30%	31%	34%	33%	33%	29%	23%	32%
Somewhat higher	44%	44%	44%	45%	41%	44%	36%	42%	41%	42%	38%	44%	42%	43%	44%	40%
About the same	32%	25%	27%	24%	26%	19%	21%	22%	20%	18%	18%	15%	18%	18%	26%	20%
Somewhat lower	2%	3%	2%	3%	2%	3%	4%	4%	4%	3%	4%	2%	3%	4%	3%	5%
Much lower	1%	2%	1%	1%	1%	3%	1%	2%	2%	2%	2%	1%	1%	1%	1%	1%
Not applicable	1%	*	1%	1%	1%	1%	2%	1%	1%	1%	2%	2%	1%	2%	1%	1%
Don't know	3%	3%	5%	3%	3%	2%	4%	2%	2%	3%	3%	2%	2%	3%	3%	1%
Higher (Net)	60%	66%	65%	69%	66%	72%	68%	69%	71%	74%	72%	77%	76%	72%	66%	72%
Lower (Net)	4%	5%	3%	3%	3%	6%	5%	6%	6%	5%	6%	4%	4%	5%	4%	6%

c. Your total grocery bill

	7/6-7, 2021	7/20-21, 2021	8/31-9/1, 2021	11/9-10, 2021	1/4-1/5, 2022	1/18-19, 2022	2/15-16, 2022	3/15-16, 2022	4/12-13, 2022	5/10-11, 2022	6/22-23, 2022	7/19-20, 2022	8/16-17, 2022	9/13-14, 2022	6/21-22, 2023	8/15-16, 2023
Much higher	23%	27%	28%	32%	34%	40%	42%	40%	40%	43%	47%	44%	44%	43%	34%	49%
Somewhat higher	45%	43%	45%	40%	41%	37%	37%	39%	37%	35%	34%	39%	37%	37%	44%	34%
About the same	27%	22%	21%	20%	18%	15%	14%	16%	15%	15%	11%	12%	12%	14%	15%	13%
Somewhat lower	2%	3%	2%	3%	3%	3%	2%	3%	3%	3%	3%	2%	4%	2%	2%	2%
Much lower	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	1%	*	1%
Not applicable	*	*	1%	*	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	*
Don't know	1%	2%	3%	2%	2%	2%	1%	1%	2%	1%	2%	2%	2%	1%	2%	1%
Higher (Net)	68%	70%	72%	73%	75%	77%	78%	79%	77%	79%	81%	82%	81%	80%	79%	83%
Lower (Net)	3%	5%	2%	5%	4%	5%	4%	3%	5%	4%	5%	3%	5%	4%	3%	3%

d. Gasoline

	7/6-7, 2021	7/20-21, 2021	8/31-9/1, 2021	11/9-10, 2021	1/4-1/5, 2022	1/18-19, 2022	2/15-16, 2022	3/15-16, 2022	4/12-13, 2022	5/10-11, 2022	6/22-23, 2022	7/19-20, 2022	8/16-17, 2022	9/13-14, 2022	6/21-22, 2023	8/15-16, 2023
Much higher	47%	50%	44%	55%	41%	41%	53%	66%	61%	64%	70%	66%	52%	46%	26%	45%
Somewhat higher	31%	30%	33%	24%	32%	32%	25%	14%	22%	20%	11%	16%	22%	26%	37%	35%
About the same	13%	9%	13%	11%	14%	15%	11%	12%	7%	7%	8%	7%	10%	10%	23%	12%
Somewhat lower	3%	3%	2%	3%	4%	4%	3%	1%	4%	3%	3%	4%	8%	10%	6%	3%
Much lower	1%	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%
Not applicable	3%	3%	3%	4%	3%	4%	4%	3%	3%	4%	4%	4%	4%	4%	4%	3%
Don't know	2%	3%	3%	3%	3%	4%	3%	1%	2%	1%	2%	2%	2%	2%	3%	1%
Higher (Net)	78%	80%	77%	79%	74%	73%	79%	80%	83%	84%	81%	83%	74%	72%	63%	80%
Lower (Net)	4%	5%	3%	4%	6%	5%	4%	4%	5%	5%	4%	5%	10%	12%	7%	4%

4. Thinking about the prices you have paid for the following in recent weeks, do they generally seem higher, lower, or about the same as they did this time last year?* *(Continued)*

e. Electricity

	7/6-7, 2021	7/20-21, 2021	8/31-9/1, 2021	11/9-10, 2021	1/4-1/5, 2022	1/18-19, 2022	2/15-16, 2022	3/15-16, 2022	4/12-13, 2022	5/10-11, 2022	6/22-23, 2022	7/19-20, 2022	8/16-17, 2022	9/13-14, 2022	6/21-22, 2023	8/15-16, 2023
Much higher	13%	19%	15%	17%	17%	21%	25%	23%	21%	23%	25%	25%	27%	27%	22%	34%
Somewhat higher	30%	32%	31%	34%	36%	34%	35%	34%	36%	35%	37%	35%	34%	35%	34%	32%
About the same	46%	37%	42%	38%	38%	36%	28%	31%	34%	32%	28%	29%	28%	27%	31%	24%
Somewhat lower	3%	3%	2%	4%	3%	2%	4%	4%	4%	2%	4%	3%	5%	2%	3%	2%
Much lower	1%	2%	1%	1%	1%	1%	1%	3%	1%	3%	1%	1%	1%	1%	2%	2%
Not applicable	2%	1%	2%	2%	1%	2%	3%	3%	1%	2%	3%	2%	2%	3%	3%	2%
Don't know	5%	5%	7%	5%	5%	3%	5%	3%	3%	3%	3%	5%	3%	5%	5%	3%
Higher (Net)	*43%*	*52%*	*46%*	*51%*	*52%*	*55%*	*60%*	*57%*	*57%*	*58%*	*61%*	*60%*	*61%*	*62%*	*56%*	*67%*
Lower (Net)	*4%*	*4%*	*3%*	*5%*	*3%*	*4%*	*5%*	*7%*	*5%*	*5%*	*5%*	*5%*	*6%*	*3%*	*5%*	*4%*

f. Food at restaurants

	7/6-7, 2021	7/20-21, 2021	8/31-9/1, 2021	11/9-10, 2021	1/4-1/5, 2022	1/18-19, 2022	2/15-16, 2022	3/15-16, 2022	4/12-13, 2022	5/10-11, 2022	6/22-23, 2022	7/19-20, 2022	8/16-17, 2022	9/13-14, 2022	6/21-22, 2023	8/15-16, 2023
Much higher	14%	20%	19%	18%	21%	27%	31%	23%	30%	29%	33%	30%	30%	30%	29%	40%
Somewhat higher	43%	40%	40%	41%	42%	37%	39%	40%	39%	43%	37%	41%	39%	44%	41%	38%
About the same	31%	26%	26%	27%	21%	21%	18%	22%	19%	18%	17%	15%	16%	14%	15%	15%
Somewhat lower	2%	4%	3%	3%	4%	3%	2%	5%	3%	4%	3%	3%	4%	4%	4%	1%
Much lower	2%	2%	1%	2%	1%	3%	1%	3%	3%	2%	3%	2%	1%	2%	2%	1%
Not applicable	3%	4%	4%	4%	6%	4%	4%	5%	3%	3%	4%	4%	5%	4%	4%	2%
Don't know	4%	5%	7%	5%	5%	5%	5%	3%	4%	3%	4%	4%	5%	4%	3%	3%
Higher (Net)	*58%*	*60%*	*59%*	*59%*	*63%*	*64%*	*70%*	*63%*	*69%*	*71%*	*69%*	*71%*	*68%*	*73%*	*71%*	*78%*
Lower (Net)	*4%*	*5%*	*4%*	*4%*	*5%*	*6%*	*4%*	*7%*	*6%*	*6%*	*6%*	*6%*	*5%*	*6%*	*7%*	*3%*

g. Clothing

	11/9-10, 2021	12/7-8, 2021	1/4-1/5, 2022	1/18-19, 2022	2/15-16, 2022	8/15-16, 2023
Much higher	12%	13%	14%	15%	17%	25%
Somewhat higher	34%	31%	32%	33%	31%	37%
About the same	35%	36%	35%	33%	31%	27%
Somewhat lower	4%	5%	5%	4%	3%	2%
Much lower	2%	3%	1%	2%	1%	1%
Not applicable	5%	5%	5%	5%	6%	4%
Don't know	8%	7%	8%	7%	11%	3%
Higher (Net)	*46%*	*44%*	*46%*	*48%*	*48%*	*62%*
Lower (Net)	6%	8%	6%	6%	4%	3%

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4. Thinking about the prices you have paid for the following in recent weeks, do they generally seem higher, lower, or about the same as they did this time last year?* *(Continued)*

    h. Entertainment

	11/9-10, 2021	12/7-8, 2021	1/4-1/5, 2022	1/18-19, 2022	2/15-16, 2022	8/15-16, 2023
Much higher	15%	14%	14%	16%	17%	25%
Somewhat higher	25%	28%	28%	26%	28%	33%
About the same	35%	31%	33%	31%	29%	27%
Somewhat lower	4%	5%	3%	4%	3%	2%
Much lower	2%	3%	2%	3%	1%	1%
Not applicable	10%	11%	10%	10%	9%	8%
Don't know	9%	9%	10%	10%	12%	4%
Higher (Net)	*41%*	*41%*	*42%*	*42%*	*45%*	*58%*
Lower (Net)	*6%*	*7%*	*5%*	*7%*	*5%*	*4%*

    i. Your total household expenses (rent/mortgage, utilities, maintenance, etc.)

	11/9-10, 2021	1/4-1/5, 2022	1/18-19, 2022	2/15-16, 2022	3/15-16, 2022	4/12-13, 2022	5/10-11, 2022	6/22-23, 2022	7/19-20, 2022	8/16-17, 2022	9/13-14, 2022	6/21-22, 2023	8/15-16, 2023
Much higher	19%	18%	23%	29%	24%	22%	23%	27%	24%	29%	26%	23%	32%
Somewhat higher	31%	35%	36%	35%	34%	36%	36%	38%	36%	36%	38%	39%	38%
About the same	41%	39%	31%	27%	31%	34%	30%	26%	31%	26%	27%	29%	22%
Somewhat lower	2%	4%	4%	3%	7%	4%	5%	5%	2%	4%	3%	3%	2%
Much lower	1%	1%	2%	1%	2%	2%	2%	1%	1%	2%	2%	1%	1%
Not applicable	3%	1%	2%	2%	2%	1%	2%	1%	3%	1%	2%	2%	2%
Don't know	4%	3%	2%	3%	1%	2%	2%	2%	3%	2%	2%	3%	3%
Higher (Net)	49%	53%	58%	64%	57%	58%	60%	65%	60%	65%	64%	62%	70%
Lower (Net)	3%	5%	6%	4%	9%	6%	7%	6%	3%	6%	5%	4%	3%

5. Thinking about the past three months, have any of the following happened to you or someone in your household?

    Total Yes Summary

	8/2-3, 2022	8/30-31, 2022	8/15-16, 2023
Put something back while shopping because it was too expensive	60%	64%	62%
Taken a vacation	33%	33%	40%
Been unable to afford your usual groceries	36%	39%	31%
Been unable to afford to fill up your car with gas	31%	33%	26%
Gotten a past due notice for bills that you couldn't pay	25%	30%	21%

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5. Thinking about the past three months, have any of the following happened to you or someone in your household? *(Continued)*

Total No Summary

	8/2-3, 2022	8/30-31, 2022	8/15-16, 2023
Gotten a past due notice for bills that you couldn't pay	75%	70%	79%
Been unable to afford to fill up your car with gas	69%	67%	74%
Been unable to afford your usual groceries	64%	61%	69%
Taken a vacation	67%	67%	60%
Put something back while shopping because it was too expensive	40%	36%	38%

6. How, if at all, has inflation made you change your investment plans?

	8/2-3, 2022	8/15-16, 2023
Changed your investments based on the belief the prices will rise in the future	16%	22%
No change	42%	36%
Changed your investments based on the belief prices will fall in the future	10%	7%
I do not make financial investments	32%	35%

7. How likely, if at all, are you to purchase a more expensive food or drink product that has the following characteristics, even if a lower cost alternative might be available?

Likely Summary Table

	8/15-16, 2023
Better tasting	83%
From a trusted brand	73%
Healthier than other similar products	65%
Made from natural ingredients	59%
Hard to find at just any store	48%
In environmentally friendly packaging	41%
In attractive packaging	29%

a. In environmentally friendly packaging

	8/15-16, 2023
Very likely	12%
Somewhat likely	29%
Not very likely	31%
Not at all likely	24%
Don't know	4%
Likely (Net)	*41%*
Not likely (Net)	*55%*

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7. How likely, if at all, are you to purchase a more expensive food or drink product that has the following characteristics, even if a lower cost alternative might be available? (*Continued*)

   b. Made from natural ingredients

	8/15-16, 2023
Very likely	19%
Somewhat likely	40%
Not very likely	27%
Not at all likely	10%
Don't know	4%
Likely (Net)	*59%*
Not likely (Net)	*37%*

   c. Healthier than other similar products

	8/15-16, 2023
Very likely	23%
Somewhat likely	42%
Not very likely	23%
Not at all likely	8%
Don't know	4%
Likely (Net)	*65%*
Not likely (Net)	*30%*

   d. In attractive packaging

	8/15-16, 2023
Very likely	10%
Somewhat likely	19%
Not very likely	38%
Not at all likely	29%
Don't know	4%
Likely (Net)	*29%*
Not likely (Net)	*67%*

   e. From a trusted brand

	8/15-16, 2023
Very likely	24%
Somewhat likely	49%
Not very likely	19%
Not at all likely	5%
Don't know	3%
Likely (Net)	*73%*
Not likely (Net)	*24%*

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GAME CHANGERS

7. How likely, if at all, are you to purchase a more expensive food or drink product that has the following characteristics, even if a lower cost alternative might be available? (*Continued*)

    f. Better tasting

	8/15-16, 2023
Very likely	36%
Somewhat likely	47%
Not very likely	11%
Not at all likely	4%
Don't know	2%
Likely (Net)	*83%*
Not likely (Net)	*15%*

    g. Hard to find at just any store

	8/15-16, 2023
Very likely	13%
Somewhat likely	35%
Not very likely	33%
Not at all likely	11%
Don't know	7%
Likely (Net)	*48%*
Not likely (Net)	*45%*

8. How likely, if at all, are you to pay more than usual for the following products to get better quality?

Likely Summary Table

	8/15-16, 2023
Meat	80%
Bread	67%
Milk	59%
Coffee at home	58%
Gasoline	55%
Pet food	52%
Coffee at a coffee shop	42%
[If 21+] Wine/spirits **(N=1,090)**	39%
[If 21+] Beer **(N=1,090)**	37%

    a. Coffee at home

	8/15-16, 2023
Very likely	23%
Somewhat likely	36%
Not very likely	20%
Not at all likely	9%
Don't know	13%
Likely (Net)	*58%*
Not likely (Net)	*29%*

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8. How likely, if at all, are you to pay more than usual for the following products to get better quality? *(Continued)*

b. Coffee at a coffee shop

	8/15-16, 2023
Very likely	17%
Somewhat likely	25%
Not very likely	20%
Not at all likely	18%
Don't know	20%
Likely (Net)	*42%*
Not likely (Net)	*38%*

c. Bread

	8/15-16, 2023
Very likely	20%
Somewhat likely	47%
Not very likely	24%
Not at all likely	7%
Don't know	2%
Likely (Net)	*67%*
Not likely (Net)	*31%*

d. Meat

	8/15-16, 2023
Very likely	30%
Somewhat likely	50%
Not very likely	12%
Not at all likely	5%
Don't know	3%
Likely (Net)	*80%*
Not likely (Net)	*17%*

e. Milk

	8/15-16, 2023
Very likely	22%
Somewhat likely	37%
Not very likely	25%
Not at all likely	10%
Don't know	5%
Likely (Net)	*59%*
Not likely (Net)	*35%*

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8. How likely, if at all, are you to pay more than usual for the following products to get better quality? *(Continued)*

f. Pet food

	8/15-16, 2023
Very likely	18%
Somewhat likely	34%
Not very likely	13%
Not at all likely	8%
Don't know	27%
Likely (Net)	*52%*
Not likely (Net)	*21%*

g. Gasoline

	8/15-16, 2023
Very likely	19%
Somewhat likely	36%
Not very likely	29%
Not at all likely	11%
Don't know	5%
Likely (Net)	*55%*
Not likely (Net)	*40%*

h. **[If 21+]** Beer

	8/15-16, 2023 (N=1,090)
Very likely	12%
Somewhat likely	25%
Not very likely	16%
Not at all likely	20%
Don't know	27%
Likely (Net)	*37%*
Not likely (Net)	*36%*

i. **[If 21+]** Wine/spirits

	8/15-16, 2023 (N=1,090)
Very likely	13%
Somewhat likely	25%
Not very likely	20%
Not at all likely	15%
Don't know	27%
Likely (Net)	*39%*
Not likely (Net)	*35%*

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9. 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	6/21-22, 2023	7/18-19, 2023	8/1-2, 2023	8/15-16, 2023
Very familiar	17%	21%	21%	20%	19%	20%	25%
Somewhat familiar	48%	47%	52%	48%	45%	52%	43%
Not very familiar	24%	19%	18%	20%	25%	17%	24%
Not at all familiar	9%	7%	7%	8%	10%	8%	7%
Don't know	3%	5%	1%	3%	1%	3%	2%
Familiar (Net)	*65%*	*69%*	*73%*	*69%*	*64%*	*71%*	*68%*
Not familiar (Net)	*32%*	*26%*	*26%*	*28%*	*35%*	*25%*	*31%*

10. Now, if AI were to be more widely used by the following, would that make you trust them more, less or the same?
    Trust More Summary

	2/14-15, 2023	8/15-16, 2023
Reviews from other users or customers of a product or service (i.e. Yelp, Amazon reviews, etc.)	19%	24%
Articles shared on social media by friends or acquaintances	18%	18%
Companies or brands	17%	19%
Television advertising	13%	14%
Influencers	13%	14%

a. Television advertising

	2/14-15, 2023	8/15-16, 2023
Trust a great deal more	4%	5%
Trust a little more	10%	9%
Trust the same amount	45%	34%
Distrust a little more	20%	23%
Distrust a great deal more	10%	19%
Don't know	11%	10%
Trust more (Net)	*13%*	*14%*
Distrust more (Net)	*30%*	*42%*

b. Reviews from other users or customers of a product or service (i.e. Yelp, Amazon reviews, etc.)

	2/14-15, 2023	8/15-16, 2023
Trust a great deal more	5%	8%
Trust a little more	14%	16%
Trust the same amount	38%	24%
Distrust a little more	20%	19%
Distrust a great deal more	11%	22%
Don't know	11%	11%
Trust more (Net)	*19%*	*24%*
Distrust more (Net)	*32%*	*41%*

GAME CHANGERS

10. Now, if AI were to be more widely used by the following, would that make you trust them more, less or the same? *(Continued)*

c. Articles shared on social media by friends or acquaintances

	2/14-15, 2023	8/15-16, 2023
Trust a great deal more	5%	7%
Trust a little more	14%	11%
Trust the same amount	37%	30%
Distrust a little more	20%	20%
Distrust a great deal more	12%	21%
Don't know	12%	10%
Trust more (Net)	*18%*	*18%*
Distrust more (Net)	*32%*	*42%*

d. Companies or brands

	2/14-15, 2023	8/15-16, 2023
Trust a great deal more	5%	5%
Trust a little more	12%	13%
Trust the same amount	41%	32%
Distrust a little more	20%	24%
Distrust a great deal more	10%	16%
Don't know	12%	9%
Trust more (Net)	*17%*	*19%*
Distrust more (Net)	*30%*	*40%*

e. Influencers

	2/14-15, 2023	8/15-16, 2023
Trust a great deal more	4%	5%
Trust a little more	9%	8%
Trust the same amount	34%	27%
Distrust a little more	22%	21%
Distrust a great deal more	17%	29%
Don't know	14%	10%
Trust more (Net)	*13%*	*14%*
Distrust more (Net)	*39%*	*50%*

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GAME CHANGERS

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

Familiar Summary Table

	7/18-19, 2023	8/15-16, 2023
Former president Trump being charged with federal crimes related to the Jan. 6 insurrection	N/A	78%
Wildfires in Maui	N/A	77%
Former President Trump being charged with crimes in Georgia related to overturning the 2020 election	N/A	72%
The Barbie movie*	60%	65%
The Department of Justice appointing a special counsel in the Hunter Biden investigation	N/A	56%
Credit card debt in the U.S. hitting a record $1 trillion	N/A	46%
A move by the U.S. to ban high-tech investments in China	N/A	44%
The riverfront brawl in Montgomery, Alabama	N/A	42%
Ohio voters rejecting a measure that would have made it harder to amend the state's constitution	N/A	39%
The FDA approving the first drug to treat postpartum depression	N/A	38%
A move by President Biden to ban high-tech investments in China	N/A	33%

Previously asked in in July as 'The opening of the Barbie movie'

a. The FDA approving the first drug to treat postpartum depression

	8/15-16, 2023
Very familiar	11%
Somewhat familiar	26%
Heard of it, but that's it	20%
Never heard of it	42%
Familiar (Net)	*38%*
Not Familiar (Net)	*62%*

b. The riverfront brawl in Montgomery, Alabama

	8/15-16, 2023
Very familiar	20%
Somewhat familiar	22%
Heard of it, but that's it	20%
Never heard of it	38%
Familiar (Net)	*42%*
Not Familiar (Net)	*58%*

c. Credit card debt in the U.S. hitting a record $1 trillion

	8/15-16, 2023
Very familiar	21%
Somewhat familiar	25%
Heard of it, but that's it	22%
Never heard of it	32%
Familiar (Net)	*46%*
Not Familiar (Net)	*54%*

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GAME CHANGERS

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

d. Wildfires in Maui

	8/15-16, 2023
Very familiar	48%
Somewhat familiar	29%
Heard of it, but that's it	17%
Never heard of it	6%
Familiar (Net)	*77%*
Not Familiar (Net)	*23%*

e. The Barbie movie

	8/15-16, 2023
Very familiar	35%
Somewhat familiar	30%
Heard of it, but that's it	32%
Never heard of it	3%
Familiar (Net)	*65%*
Not Familiar (Net)	*35%*

f. **[Split sample A]** A move by the U.S. to ban high-tech investments in China

	8/15-16, 2023 (N=557)
Very familiar	12%
Somewhat familiar	32%
Heard of it, but that's it	22%
Never heard of it	34%
Familiar (Net)	*44%*
Not Familiar (Net)	*56%*

g. **[Split sample B]** A move by President Biden to ban high-tech investments in China

	8/15-16, 2023 (N=558)
Very familiar	12%
Somewhat familiar	21%
Heard of it, but that's it	23%
Never heard of it	43%
Familiar (Net)	*33%*
Not Familiar (Net)	*67%*

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GAME CHANGERS

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

h. Ohio voters rejecting a measure that would have made it harder to amend the state's constitution

	8/15-16, 2023
Very familiar	20%
Somewhat familiar	19%
Heard of it, but that's it	18%
Never heard of it	43%
Familiar (Net)	*39%*
Not Familiar (Net)	*61%*

i. Former president Trump being charged with federal crimes related to the Jan. 6 insurrection

	8/15-16, 2023
Very familiar	45%
Somewhat familiar	33%
Heard of it, but that's it	17%
Never heard of it	5%
Familiar (Net)	*78%*
Not Familiar (Net)	*22%*

j. The Department of Justice appointing a special counsel in the Hunter Biden investigation

	8/15-16, 2023
Very familiar	27%
Somewhat familiar	28%
Heard of it, but that's it	27%
Never heard of it	17%
Familiar (Net)	*56%*
Not Familiar (Net)	*44%*

k. Former President Trump being charged with crimes in Georgia related to overturning the 2020 election

	8/15-16, 2023
Very familiar	44%
Somewhat familiar	28%
Heard of it, but that's it	21%
Never heard of it	7%
Familiar (Net)	*72%*
Not Familiar (Net)	*28%*

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GAME CHANGERS

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 FDA approving the first drug to treat postpartum depression

	8/15-16, 2023
I care a lot	29%
I care a little	40%
I don't care at all	20%
Don't know	10%

b. The riverfront brawl in Montgomery, Alabama

	8/15-16, 2023
I care a lot	19%
I care a little	33%
I don't care at all	35%
Don't know	14%

c. Credit card debt in the U.S. hitting a record $1 trillion

	8/15-16, 2023
I care a lot	29%
I care a little	40%
I don't care at all	22%
Don't know	9%

d. Wildfires in Maui

	8/15-16, 2023
I care a lot	62%
I care a little	26%
I don't care at all	5%
Don't know	6%

e. The Barbie movie

	8/15-16, 2023
I care a lot	16%
I care a little	21%
I don't care at all	60%
Don't know	3%

GAME CHANGERS

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)*

f. **[Split sample A]** A move by the U.S. to ban high-tech investments in China

	8/15-16, 2023 (N=557)
I care a lot	29%
I care a little	42%
I don't care at all	15%
Don't know	14%

g. **[Split sample B]** A move by President Biden to ban high-tech investments in China

	8/15-16, 2023 (N=558)
I care a lot	24%
I care a little	38%
I don't care at all	25%
Don't know	13%

h. Ohio voters rejecting a measure that would have made it harder to amend the state's constitution

	8/15-16, 2023
I care a lot	28%
I care a little	32%
I don't care at all	25%
Don't know	15%

i. Former president Trump being charged with federal crimes related to the Jan. 6 insurrection

	8/15-16, 2023
I care a lot	46%
I care a little	26%
I don't care at all	22%
Don't know	7%

j. The Department of Justice appointing a special counsel in the Hunter Biden investigation

	8/15-16, 2023
I care a lot	28%
I care a little	28%
I don't care at all	36%
Don't know	8%

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GAME CHANGERS

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)*

    k. Former President Trump being charged with crimes in Georgia related to overturning the 2020 election

	8/15-16, 2023
I care a lot	45%
I care a little	27%
I don't care at all	23%
Don't know	5%

13. Thinking about purchases you have made in the last three months have you:

	8/15-16, 2023
Stopped or reduced buying a product because of a brand's social or political stance	25%
Started or increased buying a product because of a brand's social or political stance	9%
Did not change my purchasing behavior because of a brand's social or political stance	66%

14. If someone described you as woke, would you consider it...

	8/15-16, 2023
An insult	39%
A compliment	37%
I don't know what it means	25%

15. Thinking again about what it means to be woke, which of the following comes closest to your view, even if neither is exactly right?

	8/15-16, 2023
To be informed, educated on, and aware of social injustices	63%
To be overly politically correct and police others' words	37%

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GAME CHANGERS

PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are some of the findings of the eightieth wave of an Ipsos poll conducted between August 15-16, 2023. For this survey, a sample of 1,115 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
- The seventy-eighth wave was conducted June 21-22, 2023 among 1,109 respondents
- The seventy-nineth wave was conducted July 18-19, 2023 among 1,109 respondents
- The eightieth wave was conducted August 1-2, 2023 among 1,118 respondents
- The eighty-first wave was conducted August 15-16, 2023 among 1,115 respondents

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GAME CHANGERS Ipsos

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=1,115, 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, seventy-seventh, seventy-eighth, seventy-nineth, eightieth, and eighty-first 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.

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

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