



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, September 15, 2023

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

	<i>High threat (Net)</i>	Very high threat	High threat	Moderate threat	<i>Low threat (Net)</i>	Low threat	Very low threat	Don't know
9/12-13, 2023 (N=1,116)	20%	5%	15%	29%	49%	25%	24%	2%
8/29-30, 2023 (N=1,103)	15%	5%	10%	31%	51%	23%	28%	2%
4/11-12, 2023 (N=1,120)	20%	9%	11%	25%	52%	23%	29%	3%
3/14-15, 2023 (N=1,119)	13%	5%	8%	26%	58%	27%	31%	3%
2/14-15, 2023 (N=1,109)	20%	7%	12%	33%	44%	26%	18%	3%
1/18-19, 2023 (N=1,119)	18%	6%	12%	36%	43%	22%	20%	3%
12/7-8, 2022 (N=1,118)	22%	6%	16%	32%	42%	23%	19%	4%
11/9-10, 2022 (N=1,115)	17%	7%	11%	33%	47%	25%	22%	3%
10/25-26, 2022 (N=1,120)	23%	8%	15%	34%	40%	22%	19%	3%
10/11-12, 2022 (N=1,120)	21%	7%	14%	33%	41%	23%	18%	4%
9/27-28, 2022 (N=1,120)	21%	7%	15%	34%	42%	22%	20%	3%
9/13-14, 2022 (N=1,118)	25%	10%	15%	31%	41%	23%	18%	2%
8/30-31, 2022 (N=1,110)	23%	8%	15%	32%	42%	24%	18%	2%
8/16-17, 2022 (N=1,120)	23%	9%	14%	34%	41%	21%	20%	2%
8/2-3, 2022 (N=1,119)	23%	11%	13%	35%	39%	21%	17%	3%
7/19-20, 2022 (N=1,120)	25%	9%	15%	33%	40%	21%	19%	3%
6/22-23, 2022 (N=1,117)	25%	10%	15%	34%	38%	19%	9%	3%
6/7-8, 2022 (N=1,117)	23%	9%	14%	35%	40%	20%	21%	2%
5/24-25, 2022 (N=1,120)	22%	8%	14%	36%	39%	20%	19%	2%
5/10-11, 2022 (N=1,120)	27%	9%	18%	31%	40%	21%	19%	2%
4/26-27, 2022 (N=1,136)	23%	10%	14%	32%	41%	22%	19%	4%
4/12-13, 2022 (N=1,165)	24%	9%	15%	33%	41%	22%	19%	2%



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

	<i>High threat (Net)</i>	Very high threat	High threat	Moderate threat	<i>Low threat (Net)</i>	Low threat	Very low threat	Don't know
3/29-30, 2022 (N=1,152)	24%	10%	15%	31%	41%	24%	18%	3%
3/15-16, 2022 (N=1,154)	27%	12%	15%	29%	41%	21%	20%	3%
3/1-2, 2022 (N=1,154)	27%	11%	16%	33%	37%	19%	18%	2%
2/15-16, 2022 (N=1,156)	26%	10%	17%	34%	37%	21%	17%	3%
2/1-3, 2022 (N=2,010)	29%	11%	18%	35%	34%	20%	14%	2%
1/18-19, 2022 (N=1,158)	35%	15%	20%	35%	28%	14%	14%	2%
1/4-5, 2022 (N=1,158)	35%	13%	22%	32%	30%	17%	13%	3%
12/7-8, 2021 (N=1,160)	30%	12%	17%	33%	34%	20%	14%	3%
11/22-23, 2021 (N=1,162)	21%	9%	12%	34%	42%	23%	20%	2%
11/9-10, 2021 (N=1,160)	24%	9%	15%	33%	22%	22%	19%	3%
10/26-27, 2021 (N=1,160)	26%	12%	14%	34%	37%	22%	15%	3%
10/12-13, 2021 (N=1,174)	29%	10%	18%	33%	36%	20%	15%	3%
9/28-29, 2021 (N=1,173)	27%	11%	16%	34%	37%	20%	17%	2%
9/14-15, 2021 (N=1,177)	30%	12%	18%	31%	36%	21%	15%	2%
8/31-9/1, 2021 (N= 1,166)	29%	12%	17%	35%	34%	19%	15%	1%
8/18-19, 2021 (N=1,177)	28%	12%	16%	36%	33%	18%	15%	3%
8/3-4, 2021 (N=1,174)	28%	11%	16%	33%	36%	19%	17%	3%
7/20-21, 2021 (N=1,137)	25%	12%	13%	30%	43%	22%	22%	2%
7/6-7, 2021 (N=1,179)	19%	8%	11%	29%	50%	24%	25%	2%
6/22-23, 2021 (N=1,176)	18%	7%	11%	27%	53%	26%	27%	2%
6/8-9, 2021 (N=1,177)	17%	6%	11%	28%	54%	27%	26%	2%
5/25-26, 2021 (N=1,178)	22%	9%	13%	29%	46%	24%	23%	2%
5/11-12, 2021 (N=1,167)	25%	10%	15%	25%	48%	22%	26%	2%
4/27-28, 2021 (N=1,115)	25%	10%	15%	30%	43%	23%	20%	2%



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

	<i>High threat (Net)</i>	Very high threat	High threat	Moderate threat	<i>Low threat (Net)</i>	Low threat	Very low threat	Don't know
4/13-14, 2021 (N=1,115)	26%	10%	15%	32%	42%	21%	20%	1%
3/30-31, 2021 (N=1,115)	27%	11%	16%	33%	37%	18%	19%	3%
3/2-3, 2021 (N=1,115)	33%	14%	19%	35%	32%	19%	12%	1%
2/17-18, 2021 (N=1,115)	34%	15%	19%	34%	30%	15%	15%	2%
2/2-3, 2021 (N=1,115)	35%	13%	22%	34%	29%	16%	14%	1%
1/20-21, 2021 (N=1,115)	41%	18%	23%	34%	25%	15%	10%	1%
12/9-10, 2020 (N=1,112)	39%	17%	22%	34%	25%	15%	10%	1%
11/24-25, 2020 (N=1,114)	40%	18%	21%	36%	23%	14%	9%	2%
11/10-11, 2020 (N=1,113)	40%	16%	23%	33%	25%	15%	11%	2%
10/27-28, 2020 (N=1,115)	38%	17%	20%	34%	27%	16%	11%	2%
10/13-14, 2020 (N=1,114)	36%	16%	21%	33%	29%	17%	12%	1%
9/29-30, 2020 (N=1,115)	35%	16%	18%	34%	30%	17%	13%	2%
9/15-16, 2020 (N=1,113)	36%	18%	18%	33%	29%	16%	12%	1%
9/1-2, 2020 (N=1,113)	33%	14%	19%	33%	32%	19%	14%	1%
8/18-19, 2020 (N=1115)	34%	14%	20%	37%	28%	17%	11%	1%
8/4-5, 2020 (N=1,111)	33%	14%	19%	37%	29%	17%	12%	2%
7/21-22, 2020 (N=1,115)	34%	15%	19%	36%	29%	19%	10%	1%
6/23-24, 2020 (N=1,113)	31%	14%	17%	34%	33%	20%	12%	2%
6/8-9, 2020 (N=1,113)	28%	12%	16%	32%	38%	23%	16%	2%
5/28-29, 2020 (N=1,113)	30%	12%	18%	34%	34%	20%	14%	2%
5/14-15, 2020 (N=1,114)	31%	13%	18%	36%	30%	18%	12%	3%
5/4-5, 2020 (N=1,114)	34%	15%	19%	35%	28%	17%	11%	2%
4/27-28, 2020 (N=1,112)	32%	15%	17%	34%	31%	20%	11%	3%
4/17-20, 2020 (N=1,111)	32%	10%	22%	35%	31%	21%	10%	2%



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2. Which of the following statements most applies to you?

	2/1-3, 2022	2/15-16, 2022	8/2-3, 2022	8/16-17, 2022	8/30-31, 2022	9/13-14, 2022	8/29-30, 2023	9/12-13, 2023
I do not expect to get COVID-19 at some point in the future.	37%	41%	41%	39%	43%	41%	44%	37%
I expect that I will get COVID-19 at some point in the future, despite trying to stay as safe as possible.	38%	33%	34%	34%	32%	33%	27%	31%
I expect that I will get COVID-19 at some point in the future, so I have gone about my life as normally as I could.	25%	26%	24%	27%	25%	26%	29%	33%





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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
9/12-13, 2023 (N=594)	55%	20%	26%
8/29-30, 2023 (N=586)	57%	25%	19%
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%



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4. For each product category below, what best describes your current situation?

a. Automobile

	6/7-8, 2022	5/23-24, 2023	9/12-13, 2023
I am not in the market for this product	63%	53%	56%
I have delayed shopping, and will wait for some time before I resume	23%	32%	28%
I am looking to make a purchase now	14%	14%	16%

b. Home purchase

	6/7-8, 2022	5/23-24, 2023	9/12-13, 2023
I am not in the market for this product	73%	75%	76%
I have delayed shopping, and will wait for some time before I resume	19%	16%	17%
I am looking to make a purchase now	8%	9%	7%

c. Home rental

	6/7-8, 2022	5/23-24, 2023	9/12-13, 2023
I am not in the market for this product	79%	80%	80%
I have delayed shopping, and will wait for some time before I resume	13%	14%	12%
I am looking to make a purchase now	8%	6%	8%

d. Tech equipment

	6/7-8, 2022	5/23-24, 2023	9/12-13, 2023
I am not in the market for this product	65%	61%	61%
I have delayed shopping, and will wait for some time before I resume	25%	26%	23%
I am looking to make a purchase now	10%	14%	16%

e. Mobile phone

	6/7-8, 2022	5/23-24, 2023	9/12-13, 2023
I am not in the market for this product	64%	58%	56%
I have delayed shopping, and will wait for some time before I resume	23%	25%	25%
I am looking to make a purchase now	13%	17%	19%





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4. For each product category below, what best describes your current situation? (Continued)

f. Home improvement

	6/7-8, 2022	5/23-24, 2023	9/12-13, 2023
I am not in the market for this product	56%	46%	52%
I have delayed shopping, and will wait for some time before I resume	28%	35%	29%
I am looking to make a purchase now	16%	20%	19%

g. Appliances

	6/7-8, 2022	5/23-24, 2023	9/12-13, 2023
I am not in the market for this product	66%	55%	62%
I have delayed shopping, and will wait for some time before I resume	24%	30%	24%
I am looking to make a purchase now	10%	16%	14%

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

Total Likely Summary

	9/12-13, 2023
From a trusted brand	73%
Healthier than other similar products	68%
Made from natural ingredients	64%
In environmentally friendly packaging	50%
In attractive packaging	42%
Hard to find at just any store	40%

a. In environmentally friendly packaging

	9/12-13, 2023
Very likely	16%
Somewhat likely	34%
Not very likely	26%
Not at all likely	18%
Don't know	5%
<i>Likely (net)</i>	<i>50%</i>
<i>Not likely (net)</i>	<i>44%</i>





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

b. Made from natural ingredients

	9/12-13, 2023
Very likely	24%
Somewhat likely	39%
Not very likely	19%
Not at all likely	14%
Don't know	3%
<i>Likely (net)</i>	64%
<i>Not likely (net)</i>	33%

c. Healthier than other similar products

	9/12-13, 2023
Very likely	24%
Somewhat likely	44%
Not very likely	14%
Not at all likely	13%
Don't know	5%
<i>Likely (net)</i>	68%
<i>Not likely (net)</i>	27%

d. In attractive packaging

	9/12-13, 2023
Very likely	13%
Somewhat likely	29%
Not very likely	26%
Not at all likely	26%
Don't know	6%
<i>Likely (net)</i>	42%
<i>Not likely (net)</i>	52%

e. From a trusted brand

	9/12-13, 2023
Very likely	34%
Somewhat likely	39%
Not very likely	13%
Not at all likely	11%
Don't know	4%
<i>Likely (net)</i>	73%
<i>Not likely (net)</i>	24%



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

f. Hard to find at just any store

	9/12-13, 2023
Very likely	12%
Somewhat likely	28%
Not very likely	29%
Not at all likely	25%
Don't know	6%
<i>Likely (net)</i>	<i>40%</i>
<i>Not likely (net)</i>	<i>54%</i>

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

Total Likely Summary

	9/12-13, 2023
Skin care	64%
Hair care	63%
Perfume or fragrance	50%
Cosmetics	41%
Nail care	36%

a. Cosmetics

	9/12-13, 2023
Very likely	15%
Somewhat likely	26%
Not very likely	21%
Not at all likely	22%
Don't know/Not applicable	15%
<i>Likely (net)</i>	<i>41%</i>
<i>Not likely (net)</i>	<i>44%</i>





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

b. Skin care

	9/12-13, 2023
Very likely	26%
Somewhat likely	38%
Not very likely	16%
Not at all likely	16%
Don't know/Not applicable	5%
<i>Likely (net)</i>	<i>64%</i>
<i>Not likely (net)</i>	<i>31%</i>

c. Hair care

	9/12-13, 2023
Very likely	26%
Somewhat likely	36%
Not very likely	21%
Not at all likely	13%
Don't know/Not applicable	4%
<i>Likely (net)</i>	<i>63%</i>
<i>Not likely (net)</i>	<i>34%</i>

d. Nail care

	9/12-13, 2023
Very likely	11%
Somewhat likely	25%
Not very likely	23%
Not at all likely	26%
Don't know/Not applicable	14%
<i>Likely (net)</i>	<i>36%</i>
<i>Not likely (net)</i>	<i>50%</i>

e. Perfume or fragrance

	9/12-13, 2023
Very likely	20%
Somewhat likely	29%
Not very likely	20%
Not at all likely	21%
Don't know/Not applicable	10%
<i>Likely (net)</i>	<i>50%</i>
<i>Not likely (net)</i>	<i>41%</i>



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7. 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	8/29-30, 2023	9/12-13, 2023
Very familiar	17%	21%	21%	20%	19%	20%	25%	20%	21%
Somewhat familiar	48%	47%	52%	48%	45%	52%	43%	49%	48%
Not very familiar	24%	19%	18%	20%	25%	17%	24%	20%	19%
Not at all familiar	9%	7%	7%	8%	10%	8%	7%	9%	9%
Don't know	3%	5%	1%	3%	1%	3%	2%	2%	2%
<i>Familiar (Net)</i>	<i>65%</i>	<i>69%</i>	<i>73%</i>	<i>69%</i>	<i>64%</i>	<i>71%</i>	<i>68%</i>	<i>69%</i>	<i>70%</i>
<i>Not familiar (Net)</i>	<i>32%</i>	<i>26%</i>	<i>26%</i>	<i>28%</i>	<i>35%</i>	<i>25%</i>	<i>31%</i>	<i>29%</i>	<i>28%</i>

8. Wearables are electronic devices that people wear – such as an Apple Watch or Fitbit – that monitor things like heart rate or daily activity. They can also be used for things like sending a reminder to take a medication.

Of the following possible uses for wearables, which of the following possible uses for wearables do you think are MOST useful to you? Please select up to three responses.

	2/28-3/1, 2023	9/12-13, 2023
Daily activity tracker (counting steps/distance/exercise levels)	37%	48%
Heart-rate tracker	34%	37%
Sleep pattern/quality tracker	27%	33%
Fitness training/coaching	19%	22%
Calorie/intake tracker	19%	21%
Medication reminder	14%	17%
Motion detection (speed/direction/location)	8%	13%
Body temperature monitor	11%	9%
Do not think any of these are useful to me	31%	20%





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

Familiar Summary Table

	9/12-13, 2023
Floods trapping people at the Burning Man festival	52%
Mitch McConnell's recent health episodes	52%
The ongoing record-breaking heat wave in Phoenix, Arizona	52%
The leader of the Proud Boys being sentenced to prison for his role in the January 6th attack on the U.S. Capitol	48%
The announcement from the Department of Justice that Hunter Biden will be indicted on gun charges this month	45%
Kim Jong Un traveling to Russia to meet with Vladimir Putin	45%
The Biden administration cancelling oil and gas leases in Alaska	35%
Senator Tommy Tuberville blocking U.S. military promotions and appointments for high-ranking military officials	28%
The Rolling Stones announcing their first album of new songs in 18 years	25%
Mexico decriminalizing abortion and ending the federal ban in the country	25%

a. Floods trapping people at the Burning Man festival

	9/12-13, 2023
Very familiar	22%
Somewhat familiar	30%
Heard of it, but that's it	22%
Never heard of it	26%
<i>Familiar (Net)</i>	<i>52%</i>
<i>Not Familiar (Net)</i>	<i>48%</i>

b. The Rolling Stones announcing their first album of new songs in 18 years

	9/12-13, 2023
Very familiar	10%
Somewhat familiar	16%
Heard of it, but that's it	27%
Never heard of it	48%
<i>Familiar (Net)</i>	<i>25%</i>
<i>Not Familiar (Net)</i>	<i>75%</i>

c. The Biden administration cancelling oil and gas leases in Alaska

	9/12-13, 2023
Very familiar	15%
Somewhat familiar	21%
Heard of it, but that's it	23%
Never heard of it	41%
<i>Familiar (Net)</i>	<i>35%</i>
<i>Not Familiar (Net)</i>	<i>65%</i>





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

- d. Senator Tommy Tuberville blocking U.S. military promotions and appointments for high-ranking military officials

	8/29-30, 2023	9/12-13, 2023
Very familiar	12%	13%
Somewhat familiar	17%	15%
Heard of it, but that's it	16%	16%
Never heard of it	55%	56%
<i>Familiar (Net)</i>	29%	28%
<i>Not Familiar (Net)</i>	71%	72%

- e. Mexico decriminalizing abortion and ending the federal ban in the country

	9/12-13, 2023
Very familiar	10%
Somewhat familiar	15%
Heard of it, but that's it	21%
Never heard of it	55%
<i>Familiar (Net)</i>	25%
<i>Not Familiar (Net)</i>	75%

- f. The announcement from the Department of Justice that Hunter Biden will be indicted on gun charges this month

	9/12-13, 2023
Very familiar	16%
Somewhat familiar	29%
Heard of it, but that's it	24%
Never heard of it	32%
<i>Familiar (Net)</i>	45%
<i>Not Familiar (Net)</i>	55%

- g. Kim Jong Un traveling to Russia to meet with Vladimir Putin

	9/12-13, 2023
Very familiar	22%
Somewhat familiar	23%
Heard of it, but that's it	25%
Never heard of it	30%
<i>Familiar (Net)</i>	45%
<i>Not Familiar (Net)</i>	55%





PUBLIC POLL FINDINGS AND METHODOLOGY

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

h. Mitch McConnell's recent health episodes

	9/12-13, 2023
Very familiar	28%
Somewhat familiar	25%
Heard of it, but that's it	18%
Never heard of it	30%
<i>Familiar (Net)</i>	<i>52%</i>
<i>Not Familiar (Net)</i>	<i>48%</i>

i. The leader of the Proud Boys being sentenced to prison for his role in the January 6th attack on the U.S. Capitol

	9/12-13, 2023
Very familiar	24%
Somewhat familiar	24%
Heard of it, but that's it	24%
Never heard of it	28%
<i>Familiar (Net)</i>	<i>48%</i>
<i>Not Familiar (Net)</i>	<i>52%</i>

j. The ongoing record-breaking heat wave in Phoenix, Arizona

	9/12-13, 2023
Very familiar	20%
Somewhat familiar	32%
Heard of it, but that's it	26%
Never heard of it	21%
<i>Familiar (Net)</i>	<i>52%</i>
<i>Not Familiar (Net)</i>	<i>48%</i>

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. Floods trapping people at the Burning Man festival

	9/12-13, 2023
I care a lot	22%
I care a little	38%
I don't care at all	32%
Don't know	8%



PUBLIC POLL FINDINGS AND METHODOLOGY

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)*

b. The Rolling Stones announcing their first album of new songs in 18 years

	9/12-13, 2023
I care a lot	9%
I care a little	24%
I don't care at all	58%
Don't know	9%

c. The Biden administration cancelling oil and gas leases in Alaska

	9/12-13, 2023
I care a lot	40%
I care a little	31%
I don't care at all	18%
Don't know	11%

d. Senator Tommy Tuberville blocking U.S. military promotions and appointments for high-ranking military officials

	8/29-30, 2023	9/12-13, 2023
I care a lot	26%	27%
I care a little	31%	29%
I don't care at all	28%	31%
Don't know	16%	13%

e. Mexico decriminalizing abortion and ending the federal ban in the country

	9/12-13, 2023
I care a lot	30%
I care a little	32%
I don't care at all	27%
Don't know	12%

f. The announcement from the Department of Justice that Hunter Biden will be indicted on gun charges this month

	9/12-13, 2023
I care a lot	26%
I care a little	27%
I don't care at all	39%
Don't know	8%

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. Kim Jong Un traveling to Russia to meet with Vladimir Putin

	9/12-13, 2023
I care a lot	28%
I care a little	35%
I don't care at all	27%
Don't know	10%

h. Mitch McConnell's recent health episodes

	9/12-13, 2023
I care a lot	23%
I care a little	34%
I don't care at all	32%
Don't know	11%

i. The leader of the Proud Boys being sentenced to prison for his role in the January 6th attack on the U.S. Capitol

	9/12-13, 2023
I care a lot	32%
I care a little	29%
I don't care at all	30%
Don't know	10%

j. The ongoing record-breaking heat wave in Phoenix, Arizona

	9/12-13, 2023
I care a lot	27%
I care a little	42%
I don't care at all	24%
Don't know	7%

11. When making purchases, how often, if at all, does whether a product is made in America or produced by an American company factor into your decision?

	1/18-19, 2023	9/12-13, 2023
Often	23%	23%
Sometimes	42%	40%
Rarely	20%	22%
Never	9%	13%
Don't know	5%	2%
<i>Often/Sometimes (Net)</i>	<i>65%</i>	<i>63%</i>
<i>Rarely/Never (Net)</i>	<i>30%</i>	<i>34%</i>



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12. When it comes to “buying American,” how much do you agree or disagree with the following statements?

Total Agree Summary

	1/18-19, 2023	9/12-13, 2023
I want to support American values with the purchases I make	80%	78%
I like keeping my money in my community	82%	77%
I think American made products are better quality	68%	68%
American-made products usually have a smaller supply chain which is better for the environment	63%	62%

a. I think American made products are better quality

	1/18-19, 2023	9/12-13, 2023
Strongly agree	28%	28%
Somewhat agree	40%	40%
Somewhat disagree	17%	15%
Strongly disagree	4%	6%
Don't know	12%	12%
<i>Agree (Net)</i>	68%	68%
<i>Disagree (Net)</i>	21%	20%

b. American-made products usually have a smaller supply chain which is better for the environment

	1/18-19, 2023	9/12-13, 2023
Strongly agree	21%	20%
Somewhat agree	42%	42%
Somewhat disagree	14%	14%
Strongly disagree	4%	6%
Don't know	19%	18%
<i>Agree (Net)</i>	63%	62%
<i>Disagree (Net)</i>	19%	20%

c. I like keeping my money in my community

	1/18-19, 2023	9/12-13, 2023
Strongly agree	40%	39%
Somewhat agree	42%	39%
Somewhat disagree	9%	11%
Strongly disagree	3%	5%
Don't know	6%	6%
<i>Agree (Net)</i>	82%	77%
<i>Disagree (Net)</i>	12%	16%





PUBLIC POLL FINDINGS AND METHODOLOGY

12. When it comes to “buying American,” how much do you agree or disagree with the following statements?

d. I want to support American values with the purchases I make

	1/18-19, 2023	9/12-13, 2023
Strongly agree	40%	32%
Somewhat agree	42%	46%
Somewhat disagree	9%	10%
Strongly disagree	3%	7%
Don't know	6%	6%
<i>Agree (Net)</i>	<i>82%</i>	<i>78%</i>
<i>Disagree (Net)</i>	<i>12%</i>	<i>17%</i>

13. When do you plan to start your holiday shopping this year?

	9/1-2, 2020	9/15- 16, 2020	9/29- 30, 2020	10/13- 14, 2020	11/24- 25, 2020	8/18- 19, 2021	9/28- 29, 2021	10/12- 13, 2021	11/9- 10, 2021	8/16- 17, 2022	10/25- 26, 2022	11/9- 10, 2022	9/12- 13, 2023
I already started	12%	14%	19%	25%	50%	13%	18%	22%	34%	9%	23%	36%	14%
September	7%	3%	2%	N/A	N/A	7%	N/A	N/A	N/A	8%	N/A	N/A	N/A
October	17%	16%	17%	8%	N/A	19%	15%	9%	N/A	17%	5%	N/A	21%
November	28%	25%	26%	30%	12%	30%	30%	33%	22%	29%	33%	23%	33%
December	10%	9%	8%	9%	17%	11%	8%	8%	16%	11%	12%	17%	9%
I do not do any holiday shopping	12%	14%	13%	15%	12%	11%	14%	13%	18%	18%	16%	15%	12%
Don't know	13%	19%	14%	13%	8%	10%	15%	15%	9%	8%	11%	10%	10%



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14. Comparing this holiday season with previous years, which of the following are you doing or plan to do?

Total Yes Summary

	11/24-25, 2020	12/9-10, 2020	11/9-10, 2022	9/12-13, 2023
Doing more holiday shopping digitally this year	66%	66%	47%	56%
Buying gifts for less people this year	54%	56%	50%	53%
Buying more gifts from local businesses this year	41%	38%	31%	46%
Spending more money on holiday shopping season this year	21%	20%	24%	32%
Spending more time on holiday decorations this year	24%	28%	23%	28%
Buying gifts for more people this year	19%	19%	21%	25%
Sending gifts to more people this year instead of in-person exchanges	42%	39%	20%	23%
Spending more money on holiday decorations this year	16%	19%	18%	21%
Canceling typical holiday travel plans	62%	61%	34%	N/A

Total No Summary

	11/24-25, 2020	12/9-10, 2020	11/9-10, 2022	9/12-13, 2023
Spending more money on holiday shopping season this year	79%	80%	76%	79%
Sending gifts to more people this year instead of in-person exchanges	58%	61%	80%	77%
Buying gifts for more people this year	81%	81%	79%	75%
Spending more time on holiday decorations this year	76%	72%	77%	72%
Spending more money on holiday decorations this year	84%	81%	82%	68%
Buying more gifts from local businesses this year	59%	62%	69%	54%
Buying gifts for less people this year	46%	44%	50%	47%
Doing more holiday shopping digitally this year	34%	34%	53%	44%
Canceling typical holiday travel plans	38%	39%	66%	N/A

15. When thinking about the upcoming holiday season, which of the following emotions, if any, describe how you're currently feeling? You may select up to three.

	9/12-13, 2023
Grateful	34%
Stressed	33%
Happy	32%
Excited	32%
Joyful	30%
Tired	21%
Worried	20%
Generous	11%
Other	2%
None of the above	9%



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16. **[ASKED IF Q15 = Stressed OR Worried]** What, specifically, about the upcoming holiday season has you feeling stressed or worried?

	9/12-13, 2023 (N=432)
Paying for gifts	60%
Finding the perfect gifts for everyone	38%
Attending parties and/or family gatherings	30%
Paying for food/entertainment	29%
Dealing with large crowds at stores	27%
Affording travel costs	16%
Cooking enough food for holiday dinner(s)	14%
Putting up decorations	8%
Other	5%
None of the above	2%





PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are some of the findings of the eightieth wave of an Ipsos poll conducted between September 12-13, 2023. For this survey, a sample of 1,116 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

- The first wave was conducted between April 10-13, 2020, among 1,114 U.S. adults
- The second was conducted April 17-20, 2020, among 1,111 U.S. adults
- The third was conducted April 27-28, 2020, among 1,112 U.S. adults
- The fourth was conducted May 4-5, 2020, among 1,114 U.S. adults
- The fifth wave was conducted May 14-15, 2020, among 1,114 U.S. adults
- The sixth wave was conducted May 28-29, 2020, among 1,113 U.S. adults
- The seventh wave was conducted June 8-9, 2020, among 1,113 U.S. adults
- The eighth wave was conducted June 23-24, 2020, among 1,113 U.S. adults
- The ninth wave was conducted July 21-22, 2020, among 1,115 U.S. adults
- The tenth wave was conducted August 4-5, 2020, among 1,111 U.S. adults
- The eleventh wave was conducted August 18-10, 2020, among 1,115 U.S. adults
- The twelfth wave was conducted September 1-2, 2020, among 1,113 U.S. adults
- The thirteenth wave was conducted September 15-16, 2020, among 1,113 U.S. adults
- The fourteenth wave was conducted September 29-30, 2020, among 1,115 U.S. adults
- The fifteenth wave was conducted October 13-14, 2020, among 1,114 U.S. adults
- The sixteenth wave was conducted October 27-28, 2020, among 1,115 U.S. adults
- The seventeenth wave was conducted November 10-12, 2020, among 1,113 adults
- The eighteenth wave was conducted November 24-25, 2020, among 1,114 adults
- The nineteenth wave was conducted December 9-10, 2020, among 1,112 adults
- The twentieth wave was conducted January 20-21, 2021, among 1,115 adults
- The twenty-first wave was conducted February 2-3, 2021, among 1,115 adults
- The twenty-second wave was conducted February 17-18, 2021, among 1,115 adults
- The twenty-third wave was conducted March 2-3, 2021, among 1,115 adults.
- The twenty-fourth wave was conducted March 15-16, 2021, among 1,115 adults.
- The twenty-fifth wave was conducted March 30-31, 2021, among 1,115 adults.
- The twenty-sixth wave was conducted April 13-14, 2021, among 1,115 adults.
- The twenty-seventh wave was conducted April 27-28, 2021, among 1,115 adults.
- The twenty-eighth wave was conducted May 11-12, 2021, among 1,167 adults.
- The twenty-ninth wave was conducted May 25-26, 2021, among 1,178 adults.
- The thirtieth wave was conducted June 8-9, 2021, among 1,177 adults.
- The thirty-first wave was conducted June 22-23, 2021, among 1,176 adults.
- The thirty-second wave was conducted July 6-7, 2021, among 1,179 adults.
- The thirty-third wave was conducted July 20-21, 2021, among 1,137 adults.
- The thirty-fourth wave was conducted August 3-4, 2021, among 1,174 adults.
- The thirty-fifth wave was conducted August 18-19, 2021, among 1,177 adults.
- The thirty-sixth wave was conducted August 31-September 1, 2021, among 1,166 adults.
- The thirty-seventh wave was conducted September 14-15, 2021, among 1,177 adults.
- The thirty-eighth wave was conducted September 28-29, 2021, among 1,173 adults.
- The thirty-ninth wave was conducted October 12-13, 2021, among 1,174 adults.
- The fortieth wave was conducted October 26-27, 2021, among 1,160 adults.
- The forty-first wave was conducted November 9-10, 2021, among 1,160 adults
- The forty-second wave was conducted November 22-23, 2021, among 1,162 adults



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- The forty-third wave was conducted December 7-8, 2021, among 1,160 adults
- The forty-fourth wave was conducted January 4-5, 2022, among 1,158 adults
- The forty-fifth wave was conducted January 18-19, 2022, among 1,158 adults
- The forty-sixth wave was conducted February 2-3, 2022, among 2,010 adults
- The forty-seventh wave was conducted February 15-16, 2022, among 1,156 adults
- The forty-eighth wave was conducted March 1-2, 2022, among 1,154 adults
- The forty-ninth wave was conducted March 15-16, 2022, among 1,154 adults
- The fiftieth wave was conducted March 29-30, 2022, among 1,152 adults
- The fifty-first wave was conducted April 12-13, 2022, among 1,165 adults
- The fifty-second wave was conducted April 26-27, 2022, among 1,136 adults
- The fifty-third wave was conducted May 10-11, 2022, among 1,120 adults
- The fifty-fourth wave was conducted May 24-25, 2022, among 1,120 adults
- The fifty-fifth wave was conducted June 7-8, 2022, among 1,117 adults
- The fifty-sixth wave was conducted June 22-23, 2022, among 1,117 adults
- The fifty-seventh wave was conducted July 19-20, 2022, among 1,120 adults
- The fifty-eighth wave was conducted August 2-3, 2022, among 1,119 adults
- The fifty-ninth wave was conducted August 16-17, 2022, among 1,120 adults
- The sixtieth wave was conducted August 30-31, 2022, among 1,110 adults
- The sixty-first wave was conducted September 13-14, 2022, among 1,118 adults
- The sixty-second wave was conducted September 27-28, 2022, among 1,120 adults
- The sixty-third wave was conducted October 11-12, 2022, among 1,120 adults
- The sixty-fourth wave was conducted October 25-26, 2022, among 1,120 adults
- The sixty-fifth wave was conducted November 11-12, 2022, among 1,115 adults
- The sixty-sixth wave was conducted December 7-8, 2022, among 1,118 adults
- The sixty-seventh wave was conducted January 18-19, 2023, among 1,119 adults
- The sixty-eighth wave was conducted January 31-February 1, 2023, among 1,118 adults
- The sixty-ninth wave was conducted February 14-15, 2023, among 1,109 adults
- The seventieth wave was conducted February 28- March 1, 2023 among 1,105 adults
- The seventy-first wave was conducted March 14-15, 2023 among 1,119 adults
- The seventy-second wave was conducted March 28-29, 2023, among 1,120 adults
- The seventy-third wave was conducted April 11-12, 2023, among 1,120 adults
- The seventy-fourth wave was conducted April 25-26, 2023, among 1,120 adults
- The seventy-fifth wave was conducted May 9-10, 2023, among 1,117 adults
- The seventy-sixth wave was conducted May 23-24, 2023, among 1,116 adults
- The seventy-seventh wave was conducted June 6-7, 2023 among 1,108 adults
- The seventy-eighth wave was conducted June 21-22, 2023 among 1,109 adults
- The seventy-ninth wave was conducted July 18-19, 2023 among 1,109 adults
- The eightieth wave was conducted August 1-2, 2023 among 1,118 adults
- The eighty-first wave was conducted August 15-16, 2023 among 1,115 adults
- The eighty-second wave was conducted August 29-30, 2023 among 1,103 adults
- The eighty-third wave was conducted September 12-13, 2023 among 1,116 adults





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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 ($n=1,116$, $DEFF=1.5$, 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-ninth, eightieth, eighty-first, eighty-second, and eighty-third 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

