



# PUBLIC POLL FINDINGS AND METHODOLOGY

## Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, September 29, 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 |
|--------------------------|--------------------------|------------------|-------------|-----------------|-------------------------|------------|-----------------|------------|
| 9/26-27, 2023 (N=1,116)  | 16%                      | 6%               | 10%         | 34%             | 47%                     | 24%        | 24%             | 3%         |
| 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%         |



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|                                    |     |    |     |     |     |     |     |    |
|------------------------------------|-----|----|-----|-----|-----|-----|-----|----|
| <b>4/12-13, 2022<br/>(N=1,165)</b> | 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 |
|---------------------------------|--------------------------|------------------|-------------|-----------------|-------------------------|------------|-----------------|------------|
| <b>4/13-14, 2021 (N=1,115)</b>  | 26%                      | 10%              | 15%         | 32%             | 42%                     | 21%        | 20%             | 1%         |
| <b>3/30-31, 2021 (N=1,115)</b>  | 27%                      | 11%              | 16%         | 33%             | 37%                     | 18%        | 19%             | 3%         |
| <b>3/2-3, 2021 (N=1,115)</b>    | 33%                      | 14%              | 19%         | 35%             | 32%                     | 19%        | 12%             | 1%         |
| <b>2/17-18, 2021 (N=1,115)</b>  | 34%                      | 15%              | 19%         | 34%             | 30%                     | 15%        | 15%             | 2%         |
| <b>2/2-3, 2021 (N=1,115)</b>    | 35%                      | 13%              | 22%         | 34%             | 29%                     | 16%        | 14%             | 1%         |
| <b>1/20-21, 2021 (N=1,115)</b>  | 41%                      | 18%              | 23%         | 34%             | 25%                     | 15%        | 10%             | 1%         |
| <b>12/9-10, 2020 (N=1,112)</b>  | 39%                      | 17%              | 22%         | 34%             | 25%                     | 15%        | 10%             | 1%         |
| <b>11/24-25, 2020 (N=1,114)</b> | 40%                      | 18%              | 21%         | 36%             | 23%                     | 14%        | 9%              | 2%         |
| <b>11/10-11, 2020 (N=1,113)</b> | 40%                      | 16%              | 23%         | 33%             | 25%                     | 15%        | 11%             | 2%         |
| <b>10/27-28, 2020 (N=1,115)</b> | 38%                      | 17%              | 20%         | 34%             | 27%                     | 16%        | 11%             | 2%         |
| <b>10/13-14, 2020 (N=1,114)</b> | 36%                      | 16%              | 21%         | 33%             | 29%                     | 17%        | 12%             | 1%         |
| <b>9/29-30, 2020 (N=1,115)</b>  | 35%                      | 16%              | 18%         | 34%             | 30%                     | 17%        | 13%             | 2%         |
| <b>9/15-16, 2020 (N=1,113)</b>  | 36%                      | 18%              | 18%         | 33%             | 29%                     | 16%        | 12%             | 1%         |
| <b>9/1-2, 2020 (N=1,113)</b>    | 33%                      | 14%              | 19%         | 33%             | 32%                     | 19%        | 14%             | 1%         |
| <b>8/18-19, 2020 (N=1115)</b>   | 34%                      | 14%              | 20%         | 37%             | 28%                     | 17%        | 11%             | 1%         |
| <b>8/4-5, 2020 (N=1,111)</b>    | 33%                      | 14%              | 19%         | 37%             | 29%                     | 17%        | 12%             | 2%         |
| <b>7/21-22, 2020 (N=1,115)</b>  | 34%                      | 15%              | 19%         | 36%             | 29%                     | 19%        | 10%             | 1%         |
| <b>6/23-24, 2020 (N=1,113)</b>  | 31%                      | 14%              | 17%         | 34%             | 33%                     | 20%        | 12%             | 2%         |
| <b>6/8-9, 2020 (N=1,113)</b>    | 28%                      | 12%              | 16%         | 32%             | 38%                     | 23%        | 16%             | 2%         |
| <b>5/28-29, 2020 (N=1,113)</b>  | 30%                      | 12%              | 18%         | 34%             | 34%                     | 20%        | 14%             | 2%         |
| <b>5/14-15, 2020 (N=1,114)</b>  | 31%                      | 13%              | 18%         | 36%             | 30%                     | 18%        | 12%             | 3%         |
| <b>5/4-5, 2020 (N=1,114)</b>    | 34%                      | 15%              | 19%         | 35%             | 28%                     | 17%        | 11%             | 2%         |
| <b>4/27-28, 2020 (N=1,112)</b>  | 32%                      | 15%              | 17%         | 34%             | 31%                     | 20%        | 11%             | 3%         |
| <b>4/17-20, 2020 (N=1,111)</b>  | 32%                      | 10%              | 22%         | 35%             | 31%                     | 21%        | 10%             | 2%         |



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2. **[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 |
|------------------------|------------------------------|------------------------|--|
| 9/26-27, 2023 (N=612)  | 57%                          | 18%                    | 25%  |
| 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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3. How many streaming video services in total, including those that are free, do you or your household subscribe to or use regularly?

|            | 4/11-12,<br>2023 | 9/26-27,<br>2023 |
|------------|------------------|------------------|
| None       | 17%              | 13%              |
| 1-2        | 30%              | 30%              |
| 3-5        | 43%              | 45%              |
| 6-9        | 9%               | 9%               |
| 10 or more | 2%               | 3%               |

4. **[Q4 ≠ None]** When thinking about streaming services you use, how much do you agree or disagree with the following?

### Agree Summary

|   | 4/11-12,<br>2023<br>(N=900) | 9/26-27,<br>2023<br>(N=952) |
|---|-----------------------------|-----------------------------|
| The prices I pay for streaming services have increased in the past year       | 69%                         | 73%                         |
| It's easy to find the programming I'm looking for across the platforms I use  | 64%                         | 64%                         |
| There are too many streaming services   | 54%                         | 62%                         |
| The amount of programming available to me has increased in the last year      | 62%                         | 61%                         |
| The quality of programming available to me has improved in the past year      | 50%                         | 49%                         |
| Watching shows was easier when I only had cable                               | 33%                         | 36%                         |
| It is hard for me to keep track of what streaming services I am subscribed to | 25%                         | 29%                         |

- a. The quality of programming available to me has improved in the past year

|                            | 4/11-12,<br>2023 | 9/26-27,<br>2023 |
|----------------------------|------------------|------------------|
| Strongly agree             | 15%              | 15%              |
| Somewhat agree             | 36%              | 34%              |
| Neither agree nor disagree | 34%              | 36%              |
| Somewhat disagree          | 11%              | 12%              |
| Strongly disagree          | 5%               | 3%               |
| <i>Agree (Net)</i>         | <i>50%</i>       | <i>49%</i>       |
| <i>Disagree (Net)</i>      | <i>16%</i>       | <i>15%</i>       |





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4. When thinking about streaming services you use, how much do you agree or disagree with the following? (*Continued*)

b. The amount of programming available to me has increased in the last year

|                            | <b>4/11-12,<br/>2023</b> | <b>9/26-27,<br/>2023</b> |
|----------------------------|--------------------------|--------------------------|
| Strongly agree             | 22%                      | 18%                      |
| Somewhat agree             | 40%                      | 43%                      |
| Neither agree nor disagree | 29%                      | 29%                      |
| Somewhat disagree          | 7%                       | 8%                       |
| Strongly disagree          | 2%                       | 2%                       |
| <b>Agree (Net)</b>         | <b>62%</b>               | <b>61%</b>               |
| <b>Disagree (Net)</b>      | <b>9%</b>                | <b>10%</b>               |

c. The prices I pay for streaming services have increased in the past year

|                            | <b>4/11-12,<br/>2023</b> | <b>9/26-27,<br/>2023</b> |
|----------------------------|--------------------------|--------------------------|
| Strongly agree             | 30%                      | 32%                      |
| Somewhat agree             | 40%                      | 41%                      |
| Neither agree nor disagree | 18%                      | 15%                      |
| Somewhat disagree          | 7%                       | 6%                       |
| Strongly disagree          | 5%                       | 5%                       |
| <b>Agree (Net)</b>         | <b>69%</b>               | <b>73%</b>               |
| <b>Disagree (Net)</b>      | <b>12%</b>               | <b>12%</b>               |

d. It's easy to find the programming I'm looking for across the platforms I use

|                            | <b>4/11-12,<br/>2023</b> | <b>9/26-27,<br/>2023</b> |
|----------------------------|--------------------------|--------------------------|
| Strongly agree             | 22%                      | 19%                      |
| Somewhat agree             | 42%                      | 45%                      |
| Neither agree nor disagree | 23%                      | 18%                      |
| Somewhat disagree          | 10%                      | 13%                      |
| Strongly disagree          | 3%                       | 4%                       |
| <b>Agree (Net)</b>         | <b>64%</b>               | <b>64%</b>               |
| <b>Disagree (Net)</b>      | <b>13%</b>               | <b>18%</b>               |

e. There are too many streaming services

|                            | <b>4/11-12,<br/>2023</b> | <b>9/26-27,<br/>2023</b> |
|----------------------------|--------------------------|--------------------------|
| Strongly agree             | 25%                      | 26%                      |
| Somewhat agree             | 30%                      | 35%                      |
| Neither agree nor disagree | 23%                      | 20%                      |
| Somewhat disagree          | 11%                      | 9%                       |
| Strongly disagree          | 11%                      | 9%                       |
| <b>Agree (Net)</b>         | <b>54%</b>               | <b>62%</b>               |
| <b>Disagree (Net)</b>      | <b>23%</b>               | <b>18%</b>               |



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4. When thinking about streaming services you use, how much do you agree or disagree with the following? (*Continued*)

f. It is hard for me to keep track of what streaming services I am subscribed to

|                            | <b>4/11-12,<br/>2023</b> | <b>9/26-27,<br/>2023</b> |
|----------------------------|--------------------------|--------------------------|
| Strongly agree             | 8%                       | 9%                       |
| Somewhat agree             | 18%                      | 20%                      |
| Neither agree nor disagree | 20%                      | 17%                      |
| Somewhat disagree          | 25%                      | 31%                      |
| Strongly disagree          | 30%                      | 23%                      |
| <b>Agree (Net)</b>         | <b>25%</b>               | <b>29%</b>               |
| <b>Disagree (Net)</b>      | <b>55%</b>               | <b>54%</b>               |

g. Watching shows was easier when I only had cable

|                            | <b>4/11-12,<br/>2023</b> | <b>9/26-27,<br/>2023</b> |
|----------------------------|--------------------------|--------------------------|
| Strongly agree             | 11%                      | 14%                      |
| Somewhat agree             | 22%                      | 23%                      |
| Neither agree nor disagree | 22%                      | 23%                      |
| Somewhat disagree          | 24%                      | 24%                      |
| Strongly disagree          | 22%                      | 17%                      |
| <b>Agree (Net)</b>         | <b>33%</b>               | <b>36%</b>               |
| <b>Disagree (Net)</b>      | <b>45%</b>               | <b>40%</b>               |

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

|                           | <b>5/9-10,<br/>2023</b> | <b>5/23-24,<br/>2023</b> | <b>6/6-7,<br/>2023</b> | <b>6/21-22,<br/>2023</b> | <b>7/18-19,<br/>2023</b> | <b>8/1-2,<br/>2023</b> | <b>8/15-16,<br/>2023</b> | <b>8/29-30,<br/>2023</b> | <b>9/12-13,<br/>2023</b> | <b>9/26-27,<br/>2023</b> |
|---------------------------|-------------------------|--------------------------|------------------------|--------------------------|--------------------------|------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Very familiar             | 17%                     | 21%                      | 21%                    | 20%                      | 19%                      | 20%                    | 25%                      | 20%                      | 21%                      | 21%                      |
| Somewhat familiar         | 48%                     | 47%                      | 52%                    | 48%                      | 45%                      | 52%                    | 43%                      | 49%                      | 48%                      | 50%                      |
| Not very familiar         | 24%                     | 19%                      | 18%                    | 20%                      | 25%                      | 17%                    | 24%                      | 20%                      | 19%                      | 19%                      |
| Not at all familiar       | 9%                      | 7%                       | 7%                     | 8%                       | 10%                      | 8%                     | 7%                       | 9%                       | 9%                       | 9%                       |
| Don't know                | 3%                      | 5%                       | 1%                     | 3%                       | 1%                       | 3%                     | 2%                       | 2%                       | 2%                       | 2%                       |
| <b>Familiar (Net)</b>     | <b>65%</b>              | <b>69%</b>               | <b>73%</b>             | <b>69%</b>               | <b>64%</b>               | <b>71%</b>             | <b>68%</b>               | <b>69%</b>               | <b>70%</b>               | <b>71%</b>               |
| <b>Not familiar (Net)</b> | <b>32%</b>              | <b>26%</b>               | <b>26%</b>             | <b>28%</b>               | <b>35%</b>               | <b>25%</b>             | <b>31%</b>               | <b>29%</b>               | <b>28%</b>               | <b>27%</b>               |







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6. As you may know, AI tools are already being used to create text, images, videos, and movies. For each of the following, please indicate how much you would prefer human-driven content or AI-driven content.

### *Prefer Human-driven Content Summary*

|   | <b>2/14-15,<br/>2023</b> | <b>9/26-27,<br/>2023</b> |
|---|--------------------------|--------------------------|
| Online news articles or websites                    | 69%                      | 74%                      |
| Photojournalism, or pictures for a news story       | 69%                      | 74%                      |
| Videos for personal use                             | 65%                      | 74%                      |
| Movies for streaming networks or theatrical release | 58%                      | 68%                      |
| Photos and illustration for artistic purposes       | 64%                      | 65%                      |
| Customer marketing websites                         | 60%                      | 62%                      |

#### a. Online news articles or websites

|  | <b>2/14-15,<br/>2023</b> | <b>9/26-27,<br/>2023</b> |
|--|--------------------------|--------------------------|
| Strongly prefer human-driven content     | 39%                      | 51%                      |
| Somewhat prefer human-driven content     | 30%                      | 24%                      |
| Somewhat prefer AI-driven content        | 10%                      | 10%                      |
| Strongly prefer AI-driven content        | 2%                       | 2%                       |
| Don't know/No preference                 | 19%                      | 13%                      |
| <i>Prefer Human-driven Content (Net)</i> | <i>69%</i>               | <i>74%</i>               |
| <i>Prefer AI-driven Content (Net)</i>    | <i>12%</i>               | <i>13%</i>               |

#### b. Customer marketing websites

|  | <b>2/14-15,<br/>2023</b> | <b>9/26-27,<br/>2023</b> |
|--|--------------------------|--------------------------|
| Strongly prefer human-driven content     | 30%                      | 35%                      |
| Somewhat prefer human-driven content     | 30%                      | 27%                      |
| Somewhat prefer AI-driven content        | 12%                      | 14%                      |
| Strongly prefer AI-driven content        | 3%                       | 3%                       |
| Don't know/No preference                 | 25%                      | 20%                      |
| <i>Prefer Human-driven Content (Net)</i> | <i>60%</i>               | <i>62%</i>               |
| <i>Prefer AI-driven Content (Net)</i>    | <i>15%</i>               | <i>18%</i>               |

#### c. Photojournalism, or pictures for a news story

|  | <b>2/14-15,<br/>2023</b> | <b>9/26-27,<br/>2023</b> |
|--|--------------------------|--------------------------|
| Strongly prefer human-driven content     | 40%                      | 50%                      |
| Somewhat prefer human-driven content     | 29%                      | 24%                      |
| Somewhat prefer AI-driven content        | 8%                       | 10%                      |
| Strongly prefer AI-driven content        | 4%                       | 3%                       |
| Don't know/No preference                 | 19%                      | 14%                      |
| <i>Prefer Human-driven Content (Net)</i> | <i>69%</i>               | <i>74%</i>               |
| <i>Prefer AI-driven Content (Net)</i>    | <i>12%</i>               | <i>12%</i>               |





## PUBLIC POLL FINDINGS AND METHODOLOGY

6. As you may know, AI tools are already being used to create text, images, videos, and movies. For each of the following, please indicate how much you would prefer human-driven content or AI-driven content. *(Continued)*

d. Photos and illustration for artistic purposes

|  | <b>2/14-15,<br/>2023</b> | <b>9/26-27,<br/>2023</b> |
|--|--------------------------|--------------------------|
| Strongly prefer human-driven content     | 37%                      | 40%                      |
| Somewhat prefer human-driven content     | 27%                      | 25%                      |
| Somewhat prefer AI-driven content        | 11%                      | 14%                      |
| Strongly prefer AI-driven content        | 3%                       | 4%                       |
| Don't know/No preference                 | 22%                      | 17%                      |
| <i>Prefer Human-driven Content (Net)</i> | <i>64%</i>               | <i>65%</i>               |
| <i>Prefer AI-driven Content (Net)</i>    | <i>14%</i>               | <i>18%</i>               |

e. Movies for streaming networks or theatrical release

|  | <b>2/14-15,<br/>2023</b> | <b>9/26-27,<br/>2023</b> |
|--|--------------------------|--------------------------|
| Strongly prefer human-driven content     | 32%                      | 44%                      |
| Somewhat prefer human-driven content     | 26%                      | 24%                      |
| Somewhat prefer AI-driven content        | 14%                      | 12%                      |
| Strongly prefer AI-driven content        | 4%                       | 3%                       |
| Don't know/No preference                 | 23%                      | 17%                      |
| <i>Prefer Human-driven Content (Net)</i> | <i>58%</i>               | <i>68%</i>               |
| <i>Prefer AI-driven Content (Net)</i>    | <i>18%</i>               | <i>15%</i>               |

f. Videos for personal use

|  | <b>2/14-15,<br/>2023</b> | <b>9/26-27,<br/>2023</b> |
|--|--------------------------|--------------------------|
| Strongly prefer human-driven content     | 37%                      | 50%                      |
| Somewhat prefer human-driven content     | 27%                      | 24%                      |
| Somewhat prefer AI-driven content        | 10%                      | 8%                       |
| Strongly prefer AI-driven content        | 3%                       | 3%                       |
| Don't know/No preference                 | 23%                      | 15%                      |
| <i>Prefer Human-driven Content (Net)</i> | <i>65%</i>               | <i>74%</i>               |
| <i>Prefer AI-driven Content (Net)</i>    | <i>13%</i>               | <i>11%</i>               |





## PUBLIC POLL FINDINGS AND METHODOLOGY

7. As new AI tools enter the marketplace and gain in usage, do you think the following will get better, get worse, or stay the same?

### Get Better Summary

|   | <b>3/28-29,<br/>2023</b> | <b>9/26-27,<br/>2023</b> |
|---|--------------------------|--------------------------|
| Early detection of medical conditions   | 64%                      | 68%                      |
| Road safety   | 51%                      | 43%                      |
| Energy use  | 55%                      | 42%                      |
| Your own job prospects  | N/A                      | 42%                      |
| Blue collar job opportunities   | 37%                      | 30%                      |
| The "digital divide" between those who have access and skills to use technology and those who don't | 36%                      | 30%                      |
| White collar job opportunities  | 38%                      | 29%                      |
| The spread of misinformation online   | 32%                      | 22%                      |

#### a. The spread of misinformation online

|                         | <b>3/28-29,<br/>2023</b> | <b>9/26-27,<br/>2023</b> |
|-------------------------|--------------------------|--------------------------|
| Get a lot better        | 11%                      | 7%                       |
| Get a little better     | 21%                      | 15%                      |
| Get a little worse      | 26%                      | 24%                      |
| Get a lot worse         | 27%                      | 37%                      |
| Don't know              | 15%                      | 17%                      |
| <i>Get better (Net)</i> | <b>32%</b>               | <b>22%</b>               |
| <i>Get worse (Net)</i>  | <b>53%</b>               | <b>61%</b>               |

#### b. Early detection of medical conditions

|                         | <b>3/28-29,<br/>2023</b> | <b>9/26-27,<br/>2023</b> |
|-------------------------|--------------------------|--------------------------|
| Get a lot better        | 18%                      | 24%                      |
| Get a little better     | 46%                      | 43%                      |
| Get a little worse      | 16%                      | 7%                       |
| Get a lot worse         | 4%                       | 5%                       |
| Don't know              | 16%                      | 21%                      |
| <i>Get better (Net)</i> | <b>64%</b>               | <b>68%</b>               |
| <i>Get worse (Net)</i>  | <b>20%</b>               | <b>12%</b>               |

#### c. Energy use

|                         | <b>3/28-29,<br/>2023</b> | <b>9/26-27,<br/>2023</b> |
|-------------------------|--------------------------|--------------------------|
| Get a lot better        | 15%                      | 12%                      |
| Get a little better     | 39%                      | 30%                      |
| Get a little worse      | 17%                      | 18%                      |
| Get a lot worse         | 11%                      | 15%                      |
| Don't know              | 17%                      | 26%                      |
| <i>Get better (Net)</i> | <b>55%</b>               | <b>42%</b>               |
| <i>Get worse (Net)</i>  | <b>28%</b>               | <b>32%</b>               |



## PUBLIC POLL FINDINGS AND METHODOLOGY

7. As new AI tools enter the marketplace and gain in usage, do you think the following will get better, get worse, or stay the same? (Continued)

d. Road safety

|                         | <b>3/28-29,<br/>2023</b> | <b>9/26-27,<br/>2023</b> |
|-------------------------|--------------------------|--------------------------|
| Get a lot better        | 13%                      | 12%                      |
| Get a little better     | 38%                      | 31%                      |
| Get a little worse      | 23%                      | 20%                      |
| Get a lot worse         | 10%                      | 12%                      |
| Don't know              | 17%                      | 25%                      |
| <i>Get better (Net)</i> | <i>51%</i>               | <i>43%</i>               |
| <i>Get worse (Net)</i>  | <i>33%</i>               | <i>32%</i>               |

e. White collar job opportunities

|                         | <b>3/28-29,<br/>2023</b> | <b>9/26-27,<br/>2023</b> |
|-------------------------|--------------------------|--------------------------|
| Get a lot better        | 10%                      | 8%                       |
| Get a little better     | 28%                      | 21%                      |
| Get a little worse      | 28%                      | 27%                      |
| Get a lot worse         | 14%                      | 15%                      |
| Don't know              | 19%                      | 29%                      |
| <i>Get better (Net)</i> | <i>38%</i>               | <i>29%</i>               |
| <i>Get worse (Net)</i>  | <i>43%</i>               | <i>42%</i>               |

f. Blue collar job opportunities

|                         | <b>3/28-29,<br/>2023</b> | <b>9/26-27,<br/>2023</b> |
|-------------------------|--------------------------|--------------------------|
| Get a lot better        | 11%                      | 8%                       |
| Get a little better     | 26%                      | 22%                      |
| Get a little worse      | 30%                      | 24%                      |
| Get a lot worse         | 16%                      | 20%                      |
| Don't know              | 17%                      | 27%                      |
| <i>Get better (Net)</i> | <i>37%</i>               | <i>30%</i>               |
| <i>Get worse (Net)</i>  | <i>46%</i>               | <i>44%</i>               |

g. The “digital divide” between those who have access and skills to use technology and those who don’t

|                         | <b>3/28-29,<br/>2023</b> | <b>9/26-27,<br/>2023</b> |
|-------------------------|--------------------------|--------------------------|
| Get a lot better        | 11%                      | 7%                       |
| Get a little better     | 25%                      | 23%                      |
| Get a little worse      | 25%                      | 25%                      |
| Get a lot worse         | 22%                      | 23%                      |
| Don't know              | 17%                      | 21%                      |
| <i>Get better (Net)</i> | <i>36%</i>               | <i>30%</i>               |
| <i>Get worse (Net)</i>  | <i>47%</i>               | <i>49%</i>               |



## PUBLIC POLL FINDINGS AND METHODOLOGY

7. As new AI tools enter the marketplace and gain in usage, do you think the following will get better, get worse, or stay the same? (*Continued*)

h. Your own job prospects

|                         | <b>9/26-27,<br/>2023</b> |
|-------------------------|--------------------------|
| Get a lot better        | 12%                      |
| Get a little better     | 30%                      |
| Get a little worse      | 19%                      |
| Get a lot worse         | 11%                      |
| Don't know              | 29%                      |
| <i>Get better (Net)</i> | <i>42%</i>               |
| <i>Get worse (Net)</i>  | <i>30%</i>               |

8. In the event that AI begins to replace certain worker functions, which of the following job types would AI fit best in?

|                            | <b>9/26-27,<br/>2023</b> |
|----------------------------|--------------------------|
| Manufacturing/line workers | 27%                      |
| Service                    | 17%                      |
| Office workers             | 14%                      |
| Middle management          | 8%                       |
| CEOs/Executives/C-Suite    | 6%                       |
| Other                      | 3%                       |
| None of the above          | 26%                      |





# PUBLIC POLL FINDINGS AND METHODOLOGY

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

*Familiar Summary Table*

|  | <b>9/26-27,<br/>2023</b> |
|--|--------------------------|
| The possibility of a shutdown of the U.S. government if Congress fails to pass a budget  | 66%                      |
| The Writers Guild of America and major studios reaching a tentative agreement to end the writers' strike                                 | 59%                      |
| The United Auto Workers (UAW) strike against the “Big Three” U.S. automakers   | 59%                      |
| House Speaker Kevin McCarthy calling for an impeachment inquiry into President Joe Biden   | 59%                      |
| Taylor Swift showing up at Arrowhead Stadium, as a guest of Travis Kelce, to watch the Kansas City Chiefs                                | 57%                      |
| American hostages held in Iran being released as part of a prisoner swap deal between the two countries                                  | 50%                      |
| The indictment of Senator Bob Menendez on bribery charges  | 45%                      |
| Deion Sanders’ (“Coach Prime”) winning start as football coach at the University of Colorado   | 42%                      |
| Rupert Murdoch stepping down as chairman of Fox and News Corp.   | 41%                      |
| The L.A. Rams football team kicking a last second field goal, which covered the betting spread but didn’t change the outcome of the game | 22%                      |

a. Rupert Murdoch stepping down as chairman of Fox and News Corp.

|                            | <b>9/26-27,<br/>2023</b> |
|----------------------------|--------------------------|
| Very familiar              | 19%                      |
| Somewhat familiar          | 23%                      |
| Heard of it, but that’s it | 20%                      |
| Never heard of it          | 38%                      |
| <b>Familiar (Net)</b>      | <b>41%</b>               |
| <b>Not Familiar (Net)</b>  | <b>59%</b>               |

b. The possibility of a shutdown of the U.S. government if Congress fails to pass a budget

|                            | <b>9/26-27,<br/>2023</b> |
|----------------------------|--------------------------|
| Very familiar              | 33%                      |
| Somewhat familiar          | 33%                      |
| Heard of it, but that’s it | 19%                      |
| Never heard of it          | 15%                      |
| <b>Familiar (Net)</b>      | <b>66%</b>               |
| <b>Not Familiar (Net)</b>  | <b>34%</b>               |



## PUBLIC POLL FINDINGS AND METHODOLOGY

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

c. The indictment of Senator Bob Menendez on bribery charges

|                            | <b>9/26-27,<br/>2023</b> |
|----------------------------|--------------------------|
| Very familiar              | 21%                      |
| Somewhat familiar          | 23%                      |
| Heard of it, but that's it | 20%                      |
| Never heard of it          | 35%                      |
| <i>Familiar (Net)</i>      | <i>45%</i>               |
| <i>Not Familiar (Net)</i>  | <i>55%</i>               |

d. The Writers Guild of America and major studios reaching a tentative agreement to end the writers' strike

|                            | <b>9/26-27,<br/>2023</b> |
|----------------------------|--------------------------|
| Very familiar              | 26%                      |
| Somewhat familiar          | 32%                      |
| Heard of it, but that's it | 21%                      |
| Never heard of it          | 20%                      |
| <i>Familiar (Net)</i>      | <i>59%</i>               |
| <i>Not Familiar (Net)</i>  | <i>41%</i>               |

e. Deion Sanders' ("Coach Prime") winning start as football coach at the University of Colorado

|                            | <b>9/26-27,<br/>2023</b> |
|----------------------------|--------------------------|
| Very familiar              | 21%                      |
| Somewhat familiar          | 21%                      |
| Heard of it, but that's it | 17%                      |
| Never heard of it          | 41%                      |
| <i>Familiar (Net)</i>      | <i>42%</i>               |
| <i>Not Familiar (Net)</i>  | <i>58%</i>               |

f. Taylor Swift showing up at Arrowhead Stadium, as a guest of Travis Kelce, to watch the Kansas City Chiefs

|                            | <b>9/26-27,<br/>2023</b> |
|----------------------------|--------------------------|
| Very familiar              | 31%                      |
| Somewhat familiar          | 26%                      |
| Heard of it, but that's it | 20%                      |
| Never heard of it          | 23%                      |
| <i>Familiar (Net)</i>      | <i>57%</i>               |
| <i>Not Familiar (Net)</i>  | <i>43%</i>               |



## PUBLIC POLL FINDINGS AND METHODOLOGY

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

g. The United Auto Workers (UAW) strike against the “Big Three” U.S. automakers

|                            | <b>9/26-27,<br/>2023</b> |
|----------------------------|--------------------------|
| Very familiar              | 26%                      |
| Somewhat familiar          | 33%                      |
| Heard of it, but that’s it | 18%                      |
| Never heard of it          | 24%                      |
| <i>Familiar (Net)</i>      | <i>59%</i>               |
| <i>Not Familiar (Net)</i>  | <i>41%</i>               |

h. The L.A. Rams football team kicking a last second field goal, which covered the betting spread but didn’t change the outcome of the game

|                            | <b>9/26-27,<br/>2023</b> |
|----------------------------|--------------------------|
| Very familiar              | 9%                       |
| Somewhat familiar          | 13%                      |
| Heard of it, but that’s it | 17%                      |
| Never heard of it          | 61%                      |
| <i>Familiar (Net)</i>      | <i>22%</i>               |
| <i>Not Familiar (Net)</i>  | <i>78%</i>               |

i. American hostages held in Iran being released as part of a prisoner swap deal between the two countries

|                            | <b>9/26-27,<br/>2023</b> |
|----------------------------|--------------------------|
| Very familiar              | 22%                      |
| Somewhat familiar          | 28%                      |
| Heard of it, but that’s it | 21%                      |
| Never heard of it          | 29%                      |
| <i>Familiar (Net)</i>      | <i>50%</i>               |
| <i>Not Familiar (Net)</i>  | <i>50%</i>               |

j. House Speaker Kevin McCarthy calling for an impeachment inquiry into President Joe Biden

|                            | <b>9/26-27,<br/>2023</b> |
|----------------------------|--------------------------|
| Very familiar              | 26%                      |
| Somewhat familiar          | 33%                      |
| Heard of it, but that’s it | 21%                      |
| Never heard of it          | 20%                      |
| <i>Familiar (Net)</i>      | <i>59%</i>               |
| <i>Not Familiar (Net)</i>  | <i>41%</i>               |





## 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?

a. Rupert Murdoch stepping down as chairman of Fox and News Corp.

|                     | <b>9/26-27,<br/>2023</b> |
|---------------------|--------------------------|
| I care a lot        | 8%                       |
| I care a little     | 26%                      |
| I don't care at all | 56%                      |
| Don't know          | 11%                      |

b. The possibility of a shutdown of the U.S. government if Congress fails to pass a budget

|                     | <b>9/26-27,<br/>2023</b> |
|---------------------|--------------------------|
| I care a lot        | 52%                      |
| I care a little     | 28%                      |
| I don't care at all | 14%                      |
| Don't know          | 6%                       |

c. The indictment of Senator Bob Menendez on bribery charges

|                     | <b>9/26-27,<br/>2023</b> |
|---------------------|--------------------------|
| I care a lot        | 22%                      |
| I care a little     | 34%                      |
| I don't care at all | 34%                      |
| Don't know          | 11%                      |

d. The Writers Guild of America and major studios reaching a tentative agreement to end the writers' strike

|                     | <b>9/26-27,<br/>2023</b> |
|---------------------|--------------------------|
| I care a lot        | 26%                      |
| I care a little     | 37%                      |
| I don't care at all | 29%                      |
| Don't know          | 8%                       |

e. Deion Sanders' ("Coach Prime") winning start as football coach at the University of Colorado

|                     | <b>9/26-27,<br/>2023</b> |
|---------------------|--------------------------|
| I care a lot        | 11%                      |
| I care a little     | 22%                      |
| I don't care at all | 59%                      |
| 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)*

- f. Taylor Swift showing up at Arrowhead Stadium, as a guest of Travis Kelce, to watch the Kansas City Chiefs

|                     | <b>9/26-27,<br/>2023</b> |
|---------------------|--------------------------|
| I care a lot        | 8%                       |
| I care a little     | 18%                      |
| I don't care at all | 67%                      |
| Don't know          | 7%                       |

- g. The United Auto Workers (UAW) strike against the "Big Three" U.S. automakers

|                     | <b>9/26-27,<br/>2023</b> |
|---------------------|--------------------------|
| I care a lot        | 26%                      |
| I care a little     | 43%                      |
| I don't care at all | 23%                      |
| Don't know          | 8%                       |

- h. The L.A. Rams football team kicking a last second field goal, which covered the betting spread but didn't change the outcome of the game

|                     | <b>9/26-27,<br/>2023</b> |
|---------------------|--------------------------|
| I care a lot        | 6%                       |
| I care a little     | 15%                      |
| I don't care at all | 70%                      |
| Don't know          | 9%                       |

- i. American hostages held in Iran being released as part of a prisoner swap deal between the two countries

|                     | <b>9/26-27,<br/>2023</b> |
|---------------------|--------------------------|
| I care a lot        | 39%                      |
| I care a little     | 37%                      |
| I don't care at all | 14%                      |
| Don't know          | 9%                       |

- j. House Speaker Kevin McCarthy calling for an impeachment inquiry into President Joe Biden

|                     | <b>9/26-27,<br/>2023</b> |
|---------------------|--------------------------|
| I care a lot        | 33%                      |
| I care a little     | 33%                      |
| I don't care at all | 26%                      |
| Don't know          | 8%                       |



# PUBLIC POLL FINDINGS AND METHODOLOGY

11. To what extent do you agree or disagree with each of the following statements?

### Total Agree Summary

|  | 9/26-27, 2023 |
|--|---------------|
| <b>[ASKED IF EMPLOYED]</b> If I saw one of my female coworkers cry at work, I would try to comfort her | 85%           |
| Strong leaders can show vulnerability  | 83%           |
| <b>[ASKED IF EMPLOYED]</b> If I saw one of my male coworkers cry at work, I would try to comfort him   | 81%           |
| <b>[ASKED IF EMPLOYED]</b> It is acceptable to show vulnerability at work                              | 73%           |
| <b>[ASKED IF EMPLOYED]</b> I have seen at least one of my female coworkers cry at work                 | 70%           |
| <b>[ASKED IF EMPLOYED]</b> Being vulnerable at work can damage someone's reputation                    | 57%           |
| <b>[ASKED IF EMPLOYED]</b> I have seen at least one of my male coworkers cry at work                   | 37%           |
| Crying is a sign of weakness   | 16%           |

a. **[ASKED IF EMPLOYED]** It is acceptable to show vulnerability at work

|                       | 9/26-27, 2023<br>(N=612) |
|-----------------------|--------------------------|
| Strongly agree        | 19%                      |
| Somewhat agree        | 54%                      |
| Somewhat disagree     | 21%                      |
| Strongly disagree     | 6%                       |
| <i>Agree (Net)</i>    | 73%                      |
| <i>Disagree (Net)</i> | 27%                      |

b. **[ASKED IF EMPLOYED]** I have seen at least one of my female coworkers cry at work

|                       | 9/26-27, 2023<br>(N=612) |
|-----------------------|--------------------------|
| Strongly agree        | 34%                      |
| Somewhat agree        | 35%                      |
| Somewhat disagree     | 15%                      |
| Strongly disagree     | 16%                      |
| <i>Agree (Net)</i>    | 70%                      |
| <i>Disagree (Net)</i> | 30%                      |



## PUBLIC POLL FINDINGS AND METHODOLOGY

11. To what extent do you agree or disagree with each of the following statements? (Continued)

c. [ASKED IF EMPLOYED] I have seen at least one of my male coworkers cry at work

|                       | <b>9/26-27,<br/>2023<br/>(N=612)</b> |
|-----------------------|--------------------------------------|
| Strongly agree        | 10%                                  |
| Somewhat agree        | 27%                                  |
| Somewhat disagree     | 23%                                  |
| Strongly disagree     | 40%                                  |
| <i>Agree (Net)</i>    | <i>37%</i>                           |
| <i>Disagree (Net)</i> | <i>63%</i>                           |

d. [ASKED IF EMPLOYED] If I saw one of my female coworkers cry at work, I would try to comfort her

|                       | <b>9/26-27,<br/>2023<br/>(N=612)</b> |
|-----------------------|--------------------------------------|
| Strongly agree        | 43%                                  |
| Somewhat agree        | 42%                                  |
| Somewhat disagree     | 9%                                   |
| Strongly disagree     | 6%                                   |
| <i>Agree (Net)</i>    | <i>85%</i>                           |
| <i>Disagree (Net)</i> | <i>15%</i>                           |

e. [ASKED IF EMPLOYED] If I saw one of my male coworkers cry at work, I would try to comfort him

|                       | <b>9/26-27,<br/>2023<br/>(N=612)</b> |
|-----------------------|--------------------------------------|
| Strongly agree        | 33%                                  |
| Somewhat agree        | 48%                                  |
| Somewhat disagree     | 14%                                  |
| Strongly disagree     | 5%                                   |
| <i>Agree (Net)</i>    | <i>81%</i>                           |
| <i>Disagree (Net)</i> | <i>19%</i>                           |

f. Strong leaders can show vulnerability

|                       | <b>9/26-27,<br/>2023</b> |
|-----------------------|--------------------------|
| Strongly agree        | 38%                      |
| Somewhat agree        | 45%                      |
| Somewhat disagree     | 12%                      |
| Strongly disagree     | 5%                       |
| <i>Agree (Net)</i>    | <i>83%</i>               |
| <i>Disagree (Net)</i> | <i>17%</i>               |



## PUBLIC POLL FINDINGS AND METHODOLOGY

11. To what extent do you agree or disagree with each of the following statements? (Continued)

g. Crying is a sign of weakness

|                       | <b>9/26-27,<br/>2023</b> |
|-----------------------|--------------------------|
| Strongly agree        | 5%                       |
| Somewhat agree        | 11%                      |
| Somewhat disagree     | 33%                      |
| Strongly disagree     | 51%                      |
| <i>Agree (Net)</i>    | <i>16%</i>               |
| <i>Disagree (Net)</i> | <i>84%</i>               |

h. [ASKED IF EMPLOYED] Being vulnerable at work can damage someone's reputation

|                       | <b>9/26-27,<br/>2023<br/>(N=612)</b> |
|-----------------------|--------------------------------------|
| Strongly agree        | 15%                                  |
| Somewhat agree        | 41%                                  |
| Somewhat disagree     | 30%                                  |
| Strongly disagree     | 13%                                  |
| <i>Agree (Net)</i>    | <i>57%</i>                           |
| <i>Disagree (Net)</i> | <i>43%</i>                           |

12. [ASKED IF EMPLOYED] To what extent do you agree or disagree with each of the following statements?

Total Agree Summary

|   | <b>9/26-27,<br/>2023<br/>(N=612)</b> |
|---|--------------------------------------|
| It is hard for me to be vulnerable in front of my coworkers                         | 67%                                  |
| I am embarrassed to cry in front of coworkers                                       | 65%                                  |
| It is hard for me to talk about my feelings and emotions with coworkers             | 63%                                  |
| If I were facing mental health issues, I would be scared to share with my coworkers | 63%                                  |
| If I show vulnerability at work, my coworkers will lose confidence in my abilities  | 51%                                  |





## PUBLIC POLL FINDINGS AND METHODOLOGY

12. [ASKED IF EMPLOYED] To what extent do you agree or disagree with each of the following statements? (Continued)

a. It is hard for me to be vulnerable in front of my coworkers

|                       | <b>9/26-27,<br/>2023</b> |
|-----------------------|--------------------------|
| Strongly agree        | 23%                      |
| Somewhat agree        | 44%                      |
| Somewhat disagree     | 25%                      |
| Strongly disagree     | 8%                       |
| <i>Agree (Net)</i>    | <i>67%</i>               |
| <i>Disagree (Net)</i> | <i>33%</i>               |

b. If I show vulnerability at work, my coworkers will lose confidence in my abilities

|                       | <b>9/26-27,<br/>2023</b> |
|-----------------------|--------------------------|
| Strongly agree        | 11%                      |
| Somewhat agree        | 39%                      |
| Somewhat disagree     | 32%                      |
| Strongly disagree     | 17%                      |
| <i>Agree (Net)</i>    | <i>51%</i>               |
| <i>Disagree (Net)</i> | <i>49%</i>               |

c. It is hard for me to talk about my feelings and emotions with coworkers

|                       | <b>9/26-27,<br/>2023</b> |
|-----------------------|--------------------------|
| Strongly agree        | 22%                      |
| Somewhat agree        | 40%                      |
| Somewhat disagree     | 26%                      |
| Strongly disagree     | 12%                      |
| <i>Agree (Net)</i>    | <i>63%</i>               |
| <i>Disagree (Net)</i> | <i>37%</i>               |

d. If I were facing mental health issues, I would be scared to share with my coworkers

|                       | <b>9/26-27,<br/>2023</b> |
|-----------------------|--------------------------|
| Strongly agree        | 24%                      |
| Somewhat agree        | 40%                      |
| Somewhat disagree     | 26%                      |
| Strongly disagree     | 11%                      |
| <i>Agree (Net)</i>    | <i>63%</i>               |
| <i>Disagree (Net)</i> | <i>37%</i>               |



## PUBLIC POLL FINDINGS AND METHODOLOGY

12. [ASKED IF EMPLOYED] To what extent do you agree or disagree with each of the following statements? (Continued)

e. I am embarrassed to cry in front of coworkers

|                       | 9/26-27,<br>2023 |
|-----------------------|------------------|
| Strongly agree        | 26%              |
| Somewhat agree        | 39%              |
| Somewhat disagree     | 22%              |
| Strongly disagree     | 13%              |
| <i>Agree (Net)</i>    | 65%              |
| <i>Disagree (Net)</i> | 35%              |

13. For the pair of statements below, please select the statement that comes closest to your view, even if neither statement is exactly right.

|   | 9/26-27,<br>2023 |
|---|------------------|
| People of all genders can enjoy the Barbie movie, Taylor Swift concerts, and Beyonce concerts | 68%              |
| The Barbie movie, Taylor Swift concerts, and Beyonce concerts are more for women than for men | 32%              |

14. How much, if at all, do each of the following statements describe you?

### Total Describes Summary

|  | 9/26-27,<br>2023 |
|--|------------------|
| I am a Taylor Swift fan  | 36%              |
| <b>[ASK IF PARENT]</b> My child is a fan of Barbie, Taylor Swift, and/or Beyonce because I am a fan      | 31%              |
| I am a Beyonce fan   | 28%              |
| I am a Barbie movie fan  | 28%              |
| <b>[ASK IF PARENT]</b> I am only a fan of Barbie, Taylor Swift, and/or Beyonce because my child is a fan | 23%              |

a. I am a Beyonce fan

|                                | 9/26-27,<br>2023 |
|--------------------------------|------------------|
| Completely describes me        | 8%               |
| Somewhat describes me          | 20%              |
| Does not really describe me    | 29%              |
| Does not describe me at all    | 43%              |
| <i>Describes (Net)</i>         | 28%              |
| <i>Does not describe (Net)</i> | 72%              |



## PUBLIC POLL FINDINGS AND METHODOLOGY

14. How much, if at all, do each of the following statements describe you? (Continued)

b. I am a Taylor Swift fan

|                                | <b>9/26-27,<br/>2023</b> |
|--------------------------------|--------------------------|
| Completely describes me        | 11%                      |
| Somewhat describes me          | 25%                      |
| Does not really describe me    | 24%                      |
| Does not describe me at all    | 39%                      |
| <i>Describes (Net)</i>         | <i>36%</i>               |
| <i>Does not describe (Net)</i> | <i>64%</i>               |

c. I am a Barbie movie fan

|                                | <b>9/26-27,<br/>2023</b> |
|--------------------------------|--------------------------|
| Completely describes me        | 10%                      |
| Somewhat describes me          | 18%                      |
| Does not really describe me    | 24%                      |
| Does not describe me at all    | 48%                      |
| <i>Describes (Net)</i>         | <i>28%</i>               |
| <i>Does not describe (Net)</i> | <i>72%</i>               |

d. [ASK IF PARENT] I am only a fan of Barbie, Taylor Swift, and/or Beyonce because my child is a fan

|                                | <b>9/26-27,<br/>2023<br/>(N=311)</b> |
|--------------------------------|--------------------------------------|
| Completely describes me        | 6%                                   |
| Somewhat describes me          | 17%                                  |
| Does not really describe me    | 28%                                  |
| Does not describe me at all    | 48%                                  |
| <i>Describes (Net)</i>         | <i>23%</i>                           |
| <i>Does not describe (Net)</i> | <i>77%</i>                           |

e. [ASK IF PARENT] My child is a fan of Barbie, Taylor Swift, and/or Beyonce because I am a fan

|                                | <b>9/26-27,<br/>2023<br/>(N=311)</b> |
|--------------------------------|--------------------------------------|
| Completely describes me        | 11%                                  |
| Somewhat describes me          | 19%                                  |
| Does not really describe me    | 23%                                  |
| Does not describe me at all    | 46%                                  |
| <i>Describes (Net)</i>         | <i>31%</i>                           |
| <i>Does not describe (Net)</i> | <i>69%</i>                           |







## PUBLIC POLL FINDINGS AND METHODOLOGY

15. How often, if at all, do you think about the following?

### Total Often/Sometimes Summary

|                  | <b>9/26-27,<br/>2023</b> |
|------------------|--------------------------|
| Sex              | 74%                      |
| God              | 74%                      |
| Climate Change   | 63%                      |
| Princess Diana   | 21%                      |
| The Roman Empire | 15%                      |

#### a. The Roman Empire

|                              | <b>9/26-27,<br/>2023</b> |
|------------------------------|--------------------------|
| Often                        | 4%                       |
| Sometimes                    | 11%                      |
| Rarely                       | 32%                      |
| Never                        | 53%                      |
| <i>Often/Sometimes (Net)</i> | <i>15%</i>               |
| <i>Rarely/Never (Net)</i>    | <i>85%</i>               |

#### b. Sex

|                              | <b>9/26-27,<br/>2023</b> |
|------------------------------|--------------------------|
| Often                        | 32%                      |
| Sometimes                    | 42%                      |
| Rarely                       | 21%                      |
| Never                        | 5%                       |
| <i>Often/Sometimes (Net)</i> | <i>74%</i>               |
| <i>Rarely/Never (Net)</i>    | <i>26%</i>               |

#### c. God

|                              | <b>9/26-27,<br/>2023</b> |
|------------------------------|--------------------------|
| Often                        | 48%                      |
| Sometimes                    | 25%                      |
| Rarely                       | 16%                      |
| Never                        | 11%                      |
| <i>Often/Sometimes (Net)</i> | <i>74%</i>               |
| <i>Rarely/Never (Net)</i>    | <i>26%</i>               |





## PUBLIC POLL FINDINGS AND METHODOLOGY

15. How often, if at all, do you think about the following? (*Continued*)

d. Climate Change

|                              | <b>9/26-27,<br/>2023</b> |
|------------------------------|--------------------------|
| Often                        | 24%                      |
| Sometimes                    | 39%                      |
| Rarely                       | 24%                      |
| Never                        | 13%                      |
| <i>Often/Sometimes (Net)</i> | <b>63%</b>               |
| <i>Rarely/Never (Net)</i>    | <b>37%</b>               |

e. Princess Diana

|                              | <b>9/26-27,<br/>2023</b> |
|------------------------------|--------------------------|
| Often                        | 4%                       |
| Sometimes                    | 17%                      |
| Rarely                       | 38%                      |
| Never                        | 41%                      |
| <i>Often/Sometimes (Net)</i> | <b>21%</b>               |
| <i>Rarely/Never (Net)</i>    | <b>79%</b>               |





## PUBLIC POLL FINDINGS AND METHODOLOGY

### About the Study

These are some of the findings of the eighty-fourth wave of an Ipsos poll conducted between September 26-27, 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



## 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-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
- The eighty-fourth wave was conducted September 26-27, 2023 among 1,116 adults



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

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