



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior

Washington, DC, October 27, 2023

1. **[ASKED ONLY IF EMPLOYED]** Are you currently working from home, at your workplace, or both a majority of the time?

	Working at my workplace only	Working from home only	Working both from home and at my workplace
10/24-25, 2023 (N=551)	55%	22%	23%
10/10-11, 2023 (N=570)	58%	19%	23%
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%



PUBLIC POLL FINDINGS AND METHODOLOGY

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

Total Yes Summary

	8/2-3, 2022	8/30-31, 2022	9/13-14, 2022	10/11-12, 2022	2/28-3/1, 2023	10/24-25, 2023
[SPLIT SAMPLE] Spent more on food to cook at home and less on experiences (travel, dining out)	65% (N=559)	73% (N=555)	70% (N=559)	N/A	73% (N=552)	68% (N=559)
[SPLIT SAMPLE] Spent less on experiences (travel, dining out)	59% (N=560)	68% (N=555)	64% (N=559)	N/A	58% (N=553)	60% (N=559)
Started saving more of your income, specifically to have a safety net for the future	43%	43%	46%	N/A	50%	48%
Started saving more of your income, specifically to treat yourself in the future	38%	38%	39%	N/A	41%	45%
Postponed or skipped a personal trip or vacation	N/A	N/A	N/A	N/A	N/A	35%
Postponed or skipped a big-ticket product purchase like a major appliance, car, or home renovation*	33%	41%	40%	N/A	36%	34%
Canceled any streaming subscription services (e.g., Netflix, Hulu, Disney+)	29%	33%	32%	N/A	29%	31%
Postponed or skipped needed home or car repairs to save money	28%	38%	31%	N/A	32%	27%
Postponed or skipped medical treatment due to cost	23%	28%	25%	N/A	26%	23%
Postponed or skipped buying a home due to interest rates	N/A	N/A	N/A	18%	N/A	21%
Been unable to afford rent or mortgage payments	20%	21%	20%	N/A	22%	16%
I have been unable to afford the cost of medication I take regularly	N/A	20%	16%	18%	N/A	12%

*This option was "Postponed or skipped a big-ticket product purchase like a home, car, or home renovation" in previous waves





PUBLIC POLL FINDINGS AND METHODOLOGY

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

Total No Summary

	8/2-3, 2022	8/30-31, 2022	9/13-14, 2022	10/11-12, 2022	2/28-3/1, 2023	10/24-25, 2023
I have been unable to afford the cost of medication I take regularly	N/A	80%	84%	82%	N/A	88%
Been unable to afford rent or mortgage payments	80%	79%	80%	N/A	78%	84%
Postponed or skipped buying a home due to interest rates	N/A	N/A	N/A	82%	N/A	79%
Postponed or skipped medical treatment due to cost	77%	72%	75%	N/A	74%	77%
Postponed or skipped needed home or car repairs to save money	72%	62%	69%	N/A	68%	73%
Canceled any streaming subscription services (e.g., Netflix, Hulu, Disney+)	71%	67%	68%	N/A	71%	69%
Postponed or skipped a big-ticket product purchase like a major appliance, car, or home renovation*	67%	59%	60%	N/A	64%	66%
Postponed or skipped a personal trip or vacation	N/A	N/A	N/A	N/A	N/A	65%
Started saving more of your income, specifically to treat yourself in the future	62%	62%	61%	N/A	59%	55%
Started saving more of your income, specifically to have a safety net for the future	57%	57%	54%	N/A	50%	52%
[SPLIT SAMPLE] Spent less on experiences (travel, dining out)	41% (N=560)	32% (N=555)	36% (N=559)	N/A	42% (N=553)	40% (N=559)
[SPLIT SAMPLE] Spent more on food to cook at home and less on experiences (travel, dining out)	35% (N=559)	27% (N=555)	30% (N=559)	N/A	27% (N=552)	32% (N=559)

*This option was "Postponed or skipped a big-ticket product purchase like a home, car, or home renovation" in previous waves





PUBLIC POLL FINDINGS AND METHODOLOGY

3. 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	9/26-27, 2023	10/10-11, 2023	10/24-25, 2023
Very familiar	17%	21%	21%	20%	19%	20%	25%	20%	21%	21%	22%	17%
Somewhat familiar	48%	47%	52%	48%	45%	52%	43%	49%	48%	50%	47%	49%
Not very familiar	24%	19%	18%	20%	25%	17%	24%	20%	19%	19%	18%	20%
Not at all familiar	9%	7%	7%	8%	10%	8%	7%	9%	9%	9%	10%	10%
Don't know	3%	5%	1%	3%	1%	3%	2%	2%	2%	2%	4%	3%
<i>Familiar (Net)</i>	65%	69%	73%	69%	64%	71%	68%	69%	70%	71%	68%	67%
<i>Not familiar (Net)</i>	32%	26%	26%	28%	35%	25%	31%	29%	28%	27%	28%	30%

The next few questions ask about generative artificial intelligence (AI). Generative AI describes algorithms that can be used to create new content, including audio, images, text, and videos.

4. [ASKED IF FAMILIAR WITH AI] Which of the following ways, if any, are you learning to use generative AI tools?

Total Yes Summary

	10/24-25, 2023 (N=968)
Teaching yourself	52%
Learning from social media or online tutorials	46%
Learning from friends or family	40%
[ASKED IF EMPLOYED] Being trained by your employer	24% (N=500)
Taking a course on AI	14%

a. Taking a course on AI

	10/24-25, 2023
Yes	14%
No	86%

b. [ASKED IF EMPLOYED] Being trained by your employer

	10/24-25, 2023 (N=500)
Yes	24%
No	76%

c. Learning from friends or family

	10/24-25, 2023
Yes	40%
No	60%



PUBLIC POLL FINDINGS AND METHODOLOGY

4. **[ASKED IF FAMILIAR WITH AI]** Which of the following ways, if any, are you learning to use generative AI tools? *(Continued)*

- d. Learning from social media or online tutorials

	10/24-25, 2023
Yes	46%
No	54%

- e. Teaching yourself

	10/24-25, 2023
Yes	52%
No	48%

5. **[ASKED IF FAMILIAR WITH AI]** How would you describe your level of skill or knowledge with generative AI tools?

	10/24-25, 2023 (N=968)
I am an expert	3%
I have some knowledge	29%
I have very little knowledge	45%
I have no knowledge	23%
<i>Expert/Some Knowledge (Net)</i>	<i>32%</i>
<i>Very Little/No Knowledge (Net)</i>	<i>68%</i>

6. Regardless of your current knowledge, how interested are you, if at all, in learning how to use generative AI tools?

	10/24-25, 2023
Very interested	15%
Somewhat interested	40%
Not very interested	24%
Not at all interested	22%
<i>Interested (Net)</i>	<i>55%</i>
<i>Not Interested (Net)</i>	<i>45%</i>



PUBLIC POLL FINDINGS AND METHODOLOGY

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

Familiar Summary Table

	10/24-25, 2023
The war between Israel and Hamas	78%
The ongoing efforts to name a new Speaker of the U.S. House of Representatives	66%
Multiple Trump attorneys pleading guilty in the Georgia election fraud case	58%
Britney Spears releasing her memoir this week	40%
Home sales falling to the lowest level since 2010	37%

a. The war between Israel and Hamas

	10/24-25, 2023
Very familiar	39%
Somewhat familiar	39%
Heard of it, but that's it	18%
Never heard of it	4%
<i>Familiar (Net)</i>	78%
<i>Not Familiar (Net)</i>	22%

b. The ongoing efforts to name a new Speaker of the U.S. House of Representatives

	10/24-25, 2023
Very familiar	35%
Somewhat familiar	32%
Heard of it, but that's it	20%
Never heard of it	13%
<i>Familiar (Net)</i>	66%
<i>Not Familiar (Net)</i>	34%

c. Multiple Trump attorneys pleading guilty in the Georgia election fraud case

	10/24-25, 2023
Very familiar	23%
Somewhat familiar	35%
Heard of it, but that's it	23%
Never heard of it	19%
<i>Familiar (Net)</i>	58%
<i>Not Familiar (Net)</i>	42%



PUBLIC POLL FINDINGS AND METHODOLOGY

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

d. Britney Spears releasing her memoir this week

	10/24-25, 2023
Very familiar	15%
Somewhat familiar	25%
Heard of it, but that's it	24%
Never heard of it	36%
<i>Familiar (Net)</i>	<i>40%</i>
<i>Not Familiar (Net)</i>	<i>60%</i>

e. Home sales falling to the lowest level since 2010

	10/24-25, 2023
Very familiar	11%
Somewhat familiar	26%
Heard of it, but that's it	27%
Never heard of it	36%
<i>Familiar (Net)</i>	<i>37%</i>
<i>Not Familiar (Net)</i>	<i>63%</i>

8. As you may know, the following topics were in the news in the past week. Regardless of how familiar you may be with them, how much, if at all, do you care about them?

a. The war between Israel and Hamas

	10/24-25, 2023
I care a lot	58%
I care a little	27%
I don't care at all	10%
Don't know	4%

b. The ongoing efforts to name a new Speaker of the U.S. House of Representatives

	10/24-25, 2023
I care a lot	33%
I care a little	39%
I don't care at all	22%
Don't know	5%

c. Multiple Trump attorneys pleading guilty in the Georgia election fraud case

	10/24-25, 2023
I care a lot	28%
I care a little	34%
I don't care at all	34%
Don't know	5%





PUBLIC POLL FINDINGS AND METHODOLOGY

8. 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)*

d. Britney Spears releasing her memoir this week

	10/24-25, 2023
I care a lot	6%
I care a little	19%
I don't care at all	67%
Don't know	8%

e. Home sales falling to the lowest level since 2010

	10/24-25, 2023
I care a lot	26%
I care a little	44%
I don't care at all	22%
Don't know	9%

9. Do you plan to travel 100 miles or more for Thanksgiving or the December holidays this year?

	10/25-26, 2022	10/24-25, 2023
Yes	20%	27%
No	69%	60%
Not sure	11%	13%

10. **[ASK IF PLAN TO TRAVEL 100 MILES OR MORE FOR THE HOLIDAYS]** Which of the following, if any, describes your travel plans for Thanksgiving or the December holidays this year? Please select all that apply. Please only consider travel plans of 100 miles or more.

	10/25-26, 2022 (N=232)	10/24-25, 2023 (N=230)
I plan to travel by car for the December Holidays	36%	50%
I plan to travel by car for Thanksgiving	45%	49%
I plan to travel by plane for the December Holidays	20%	19%
I plan to travel by plane for Thanksgiving	18%	15%
I plan to travel by bus or train for Thanksgiving	11%	6%
Other	4%	3%





PUBLIC POLL FINDINGS AND METHODOLOGY

11. If a medication proved to be a safe and effective weight loss treatment, how interested, if at all, would you be in taking such a medication?

	10/24-25, 2023
Very interested	24%
Somewhat interested	31%
Not very interested	19%
Not at all interested	22%
Don't know	4%
<i>Interested (Net)</i>	<i>54%</i>
<i>Not Interested (Net)</i>	<i>42%</i>

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

Total Agree Summary

	10/24-25, 2023
Obesity is a major health problem in the U.S. today	91%
New medications show potential to treat obesity	66%
Obesity is a disease	64%
Obesity can only be solved with diet and exercise	58%

a. Obesity is a disease

	10/24-25, 2023
Strongly agree	25%
Somewhat agree	40%
Somewhat disagree	16%
Strongly disagree	8%
Don't know	11%
<i>Agree (Net)</i>	<i>64%</i>
<i>Disagree (Net)</i>	<i>24%</i>

b. Obesity is a major health problem in the U.S. today

	10/24-25, 2023
Strongly agree	63%
Somewhat agree	28%
Somewhat disagree	4%
Strongly disagree	2%
Don't know	3%
<i>Agree (Net)</i>	<i>91%</i>
<i>Disagree (Net)</i>	<i>6%</i>



PUBLIC POLL FINDINGS AND METHODOLOGY

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

c. Obesity can only be solved with diet and exercise

	10/24-25, 2023
Strongly agree	21%
Somewhat agree	38%
Somewhat disagree	27%
Strongly disagree	7%
Don't know	8%
<i>Agree (Net)</i>	<i>58%</i>
<i>Disagree (Net)</i>	<i>34%</i>

d. New medications show potential to treat obesity

	10/24-25, 2023
Strongly agree	18%
Somewhat agree	48%
Somewhat disagree	9%
Strongly disagree	3%
Don't know	22%
<i>Agree (Net)</i>	<i>66%</i>
<i>Disagree (Net)</i>	<i>12%</i>

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

Total Familiar Summary

	10/24-25, 2023
Ozempic	37%
Mounjaro	16%
Wegovy	14%
Rybelsus	13%
Semaglutide	13%

a. Wegovy

	10/24-25, 2023
Very familiar	6%
Somewhat familiar	8%
Heard of it, but that's it	16%
Never heard of it	64%
Don't know	6%
<i>Familiar (Net)</i>	<i>14%</i>
<i>Not Familiar (Net)</i>	<i>80%</i>



PUBLIC POLL FINDINGS AND METHODOLOGY

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

b. Ozempic

	10/24-25, 2023
Very familiar	13%
Somewhat familiar	24%
Heard of it, but that's it	38%
Never heard of it	19%
Don't know	6%
<i>Familiar (Net)</i>	<i>37%</i>
<i>Not Familiar (Net)</i>	<i>57%</i>

c. Rybelsus

	10/24-25, 2023
Very familiar	3%
Somewhat familiar	10%
Heard of it, but that's it	28%
Never heard of it	52%
Don't know	7%
<i>Familiar (Net)</i>	<i>13%</i>
<i>Not Familiar (Net)</i>	<i>80%</i>

d. Mounjaro

	10/24-25, 2023
Very familiar	5%
Somewhat familiar	10%
Heard of it, but that's it	17%
Never heard of it	61%
Don't know	6%
<i>Familiar (Net)</i>	<i>16%</i>
<i>Not Familiar (Net)</i>	<i>78%</i>

e. Semaglutide

	10/24-25, 2023
Very familiar	3%
Somewhat familiar	10%
Heard of it, but that's it	11%
Never heard of it	69%
Don't know	6%
<i>Familiar (Net)</i>	<i>13%</i>
<i>Not Familiar (Net)</i>	<i>80%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are some of the findings of the eighty-fifth wave of an Ipsos poll conducted between October 24-25, 2023. For this survey, a sample of 1,118 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
- The eighty-fifth wave was conducted October 10-11, 2023 among 1,119 adults



PUBLIC POLL FINDINGS AND METHODOLOGY

- The eighty-sixth wave was conducted October 24-25, 2023 among 1,118 adults

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 ($n=1,118$, $DEFF=1.5$, 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, eighty-third, eighty-fourth, eighty-fifth, and eighty-sixth waves of this study have a credibility interval of 3.6 percentage points.

For more information on this news release, please contact:

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PUBLIC POLL FINDINGS AND METHODOLOGY

About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com

