



# PUBLIC POLL FINDINGS AND METHODOLOGY

## Ipsos Poll on Consumer Behavior

Washington, DC, December 8, 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
12/5-6, 2023 (N=567)	55%	25%	20%
11/7-8, 2023 (N=595)	54%	24%	22%
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%



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<b>2/2-3, 2022 (N=1,086)</b>	56%	24%	20%
<b>1/20-21, 2021 (N=603)</b>	34%	48%	18%

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

	I already started	September	October	November	December	I do not do any holiday shopping	Don't know
<b>12/5-6, 2023</b>	67%	N/A	N/A	N/A	17%	11%	5%
<b>11/7-8, 2023</b>	31%	N/A	N/A	28%	18%	13%	9%
<b>10/10-11, 2023</b>	19%	N/A	10%	40%	10%	12%	8%
<b>9/12-13, 2023</b>	14%	N/A	21%	33%	9%	12%	10%
<b>11/9-10, 2022</b>	36%	N/A	N/A	23%	17%	15%	10%
<b>10/25-26, 2022</b>	23%	N/A	5%	33%	12%	16%	11%
<b>8/16-17, 2022</b>	9%	8%	17%	29%	11%	18%	8%
<b>11/9-10, 2021</b>	34%	N/A	N/A	22%	16%	18%	9%
<b>10/12-13, 2021</b>	22%	N/A	9%	33%	8%	13%	15%
<b>9/28-29, 2021</b>	18%	N/A	15%	30%	8%	14%	15%
<b>8/18-19, 2021</b>	13%	7%	19%	30%	11%	11%	10%
<b>11/24-25, 2020</b>	50%	N/A	N/A	12%	17%	12%	8%
<b>10/13-14, 2020</b>	25%	N/A	8%	30%	9%	15%	13%
<b>9/29-30, 2020</b>	19%	2%	17%	26%	8%	13%	14%
<b>9/15-16, 2020</b>	14%	3%	16%	25%	9%	14%	19%
<b>9/1-2, 2020</b>	12%	7%	17%	28%	10%	12%	13%

## 3. When you think about your holiday shopping this year, how much do you agree or disagree with the following?

### Total Agree Summary

	<b>12/7-8, 2021</b>	<b>12/5-6, 2023</b>
I trust large businesses to be able to fulfill my orders even with shortages	60%	69%
I'm shopping as I normally did before the pandemic	59%	69%
I trust small businesses to be able to fulfill my orders even with shortages	59%	61%
I'm shopping online from large retailers more than in previous years	52%	52%
I'm shopping online from small businesses more than in previous years	43%	43%
I'm shopping in person from small businesses more than in previous years	43%	43%
I'm worried about not getting some gifts on time	41%	37%
I'm shopping in person from large retailers more than in previous years	33%	37%
I've already experienced shipping delays for gifts I've purchased	41%	33%



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3. When you think about your holiday shopping this year, how much do you agree or disagree with the following? *(Continued)*

a. I trust small businesses to be able to fulfill my orders even with shortages

	<b>12/7-8, 2021</b>	<b>12/5-6, 2023</b>
Strongly agree	16%	16%
Somewhat agree	42%	46%
Somewhat disagree	20%	18%
Strongly disagree	7%	5%
Don't know/Not applicable	14%	16%
<i>Agree (Net)</i>	<i>59%</i>	<i>61%</i>
<i>Disagree (Net)</i>	<i>27%</i>	<i>23%</i>

b. I trust large businesses to be able to fulfill my orders even with shortages

	<b>12/7-8, 2021</b>	<b>12/5-6, 2023</b>
Strongly agree	15%	26%
Somewhat agree	45%	44%
Somewhat disagree	21%	15%
Strongly disagree	7%	4%
Don't know/Not applicable	12%	12%
<i>Agree (Net)</i>	<i>60%</i>	<i>69%</i>
<i>Disagree (Net)</i>	<i>28%</i>	<i>19%</i>

c. I'm shopping online from small businesses more than in previous years

	<b>12/7-8, 2021</b>	<b>12/5-6, 2023</b>
Strongly agree	13%	14%
Somewhat agree	31%	29%
Somewhat disagree	29%	28%
Strongly disagree	11%	13%
Don't know/Not applicable	16%	16%
<i>Agree (Net)</i>	<i>43%</i>	<i>43%</i>
<i>Disagree (Net)</i>	<i>40%</i>	<i>41%</i>

d. I'm shopping in person from small businesses more than in previous years

	<b>12/7-8, 2021</b>	<b>12/5-6, 2023</b>
Strongly agree	11%	12%
Somewhat agree	33%	32%
Somewhat disagree	30%	29%
Strongly disagree	14%	14%
Don't know/Not applicable	14%	14%
<i>Agree (Net)</i>	<i>43%</i>	<i>43%</i>
<i>Disagree (Net)</i>	<i>43%</i>	<i>43%</i>





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3. When you think about your holiday shopping this year, how much do you agree or disagree with the following? (*Continued*)

e. I'm shopping online from large retailers more than in previous years

	<b>12/7-8, 2021</b>	<b>12/5-6, 2023</b>
Strongly agree	17%	20%
Somewhat agree	35%	31%
Somewhat disagree	24%	25%
Strongly disagree	12%	11%
Don't know/Not applicable	12%	13%
<i>Agree (Net)</i>	<i>52%</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>36%</i>	<i>36%</i>

f. I'm shopping in person from large retailers more than in previous years

	<b>12/7-8, 2021</b>	<b>12/5-6, 2023</b>
Strongly agree	10%	11%
Somewhat agree	22%	26%
Somewhat disagree	37%	37%
Strongly disagree	21%	17%
Don't know/Not applicable	10%	9%
<i>Agree (Net)</i>	<i>33%</i>	<i>37%</i>
<i>Disagree (Net)</i>	<i>58%</i>	<i>54%</i>

g. I've already experienced shipping delays for gifts I've purchased

	<b>12/7-8, 2021</b>	<b>12/5-6, 2023</b>
Strongly agree	14%	10%
Somewhat agree	26%	22%
Somewhat disagree	23%	24%
Strongly disagree	19%	30%
Don't know/Not applicable	18%	14%
<i>Agree (Net)</i>	<i>41%</i>	<i>33%</i>
<i>Disagree (Net)</i>	<i>42%</i>	<i>53%</i>

h. I'm worried about not getting some gifts on time

	<b>12/7-8, 2021</b>	<b>12/5-6, 2023</b>
Strongly agree	11%	12%
Somewhat agree	30%	25%
Somewhat disagree	28%	28%
Strongly disagree	18%	21%
Don't know/Not applicable	13%	14%
<i>Agree (Net)</i>	<i>41%</i>	<i>37%</i>
<i>Disagree (Net)</i>	<i>46%</i>	<i>49%</i>





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3. When you think about your holiday shopping this year, how much do you agree or disagree with the following? (*Continued*)

i. I'm shopping as I normally did before the pandemic

	12/7-8, 2021	12/5-6, 2023
Strongly agree	21%	29%
Somewhat agree	37%	40%
Somewhat disagree	25%	16%
Strongly disagree	11%	10%
Don't know/Not applicable	5%	6%
<i>Agree (Net)</i>	<i>59%</i>	<i>69%</i>
<i>Disagree (Net)</i>	<i>37%</i>	<i>26%</i>

4. 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	11/7-8, 2023	12/5-6, 2023
Very familiar	17%	21%	21%	20%	19%	20%	25%	20%	21%	21%	22%	17%	21%	20%
Somewhat familiar	48%	47%	52%	48%	45%	52%	43%	49%	48%	50%	47%	49%	47%	52%
Not very familiar	24%	19%	18%	20%	25%	17%	24%	20%	19%	19%	18%	20%	21%	17%
Not at all familiar	9%	7%	7%	8%	10%	8%	7%	9%	9%	9%	10%	10%	9%	9%
Don't know	3%	5%	1%	3%	1%	3%	2%	2%	2%	2%	4%	3%	2%	3%
<i>Familiar (Net)</i>	<i>65%</i>	<i>69%</i>	<i>73%</i>	<i>69%</i>	<i>64%</i>	<i>71%</i>	<i>68%</i>	<i>69%</i>	<i>70%</i>	<i>71%</i>	<i>68%</i>	<i>67%</i>	<i>68%</i>	<i>72%</i>
<i>Not familiar (Net)</i>	<i>32%</i>	<i>26%</i>	<i>26%</i>	<i>28%</i>	<i>35%</i>	<i>25%</i>	<i>31%</i>	<i>29%</i>	<i>28%</i>	<i>27%</i>	<i>28%</i>	<i>30%</i>	<i>31%</i>	<i>25%</i>



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

#### Total Agree Summary

	12/5-6, 2023
Products and services using artificial intelligence make me nervous	59%
Products and services using artificial intelligence will profoundly change my daily life in the next 3-5 years	53%
I trust artificial intelligence to not discriminate or show bias towards any group of people	43%
I trust companies that use artificial intelligence as much as I trust other companies	43%
I trust that companies that use artificial intelligence will protect my personal data	41%
Products and services using artificial intelligence have more benefits than drawbacks	40%
Products and services using artificial intelligence make me excited	39%
Products and services using artificial intelligence have profoundly changed my daily life in the past 3-5 years	34%

- a. I trust artificial intelligence to not discriminate or show bias towards any group of people

	12/5-6, 2023
Strongly agree	16%
Somewhat agree	27%
Somewhat disagree	22%
Strongly disagree	18%
Don't know	17%
<i>Agree (Net)</i>	<i>43%</i>
<i>Disagree (Net)</i>	<i>40%</i>

- b. I trust companies that use artificial intelligence as much as I trust other companies

	12/5-6, 2023
Strongly agree	14%
Somewhat agree	30%
Somewhat disagree	24%
Strongly disagree	15%
Don't know	17%
<i>Agree (Net)</i>	<i>43%</i>
<i>Disagree (Net)</i>	<i>39%</i>



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

c. I trust that companies that use artificial intelligence will protect my personal data

	<b>12/5-6, 2023</b>
Strongly agree	14%
Somewhat agree	27%
Somewhat disagree	24%
Strongly disagree	19%
Don't know	16%
<i>Agree (Net)</i>	<i>41%</i>
<i>Disagree (Net)</i>	<i>43%</i>

d. Products and services using artificial intelligence have more benefits than drawbacks

	<b>12/5-6, 2023</b>
Strongly agree	11%
Somewhat agree	29%
Somewhat disagree	23%
Strongly disagree	11%
Don't know	26%
<i>Agree (Net)</i>	<i>40%</i>
<i>Disagree (Net)</i>	<i>34%</i>

e. Products and services using artificial intelligence make me excited

	<b>12/5-6, 2023</b>
Strongly agree	10%
Somewhat agree	29%
Somewhat disagree	28%
Strongly disagree	21%
Don't know	12%
<i>Agree (Net)</i>	<i>39%</i>
<i>Disagree (Net)</i>	<i>49%</i>

f. Products and services using artificial intelligence make me nervous

	<b>12/5-6, 2023</b>
Strongly agree	24%
Somewhat agree	36%
Somewhat disagree	20%
Strongly disagree	9%
Don't know	12%
<i>Agree (Net)</i>	<i>59%</i>
<i>Disagree (Net)</i>	<i>28%</i>





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

g. Products and services using artificial intelligence will profoundly change my daily life in the next 3-5 years

	<b>12/5-6, 2023</b>
Strongly agree	15%
Somewhat agree	38%
Somewhat disagree	17%
Strongly disagree	11%
Don't know	19%
<i>Agree (Net)</i>	<i>53%</i>
<i>Disagree (Net)</i>	<i>28%</i>

h. Products and services using artificial intelligence have profoundly changed my daily life in the past 3-5 years

	<b>12/5-6, 2023</b>
Strongly agree	11%
Somewhat agree	23%
Somewhat disagree	25%
Strongly disagree	23%
Don't know	17%
<i>Agree (Net)</i>	<i>34%</i>
<i>Disagree (Net)</i>	<i>49%</i>

6. Have you made, or plan to make, any of the following resolutions for the new year?

Total Yes Summary

	<b>12/5-6, 2023</b>
Drink more water	71%
Exercise more	70%
Eat healthier	68%
Express more gratitude	67%
Get more sleep	61%
Be more present	60%
Have better work/life balance	59%
Lose weight	55%
Reduce my carbon footprint	43%
Drink less alcohol	35%
Start or continue therapy	28%
Participate in "Dry January"	18%
Some other type of resolution	39%







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7. Thinking back over the last 12 months, how would you rate how this year went for each of the following, on scale from 1-10, where 1 means it was not good at all, and 10 means it was an extremely good year? You can use any number from 1 to 10.

### Total Mean Summary

	12/9-10, 2020	12/7-8, 2021	12/5-6, 2023
<b>[ASKED IF EMPLOYED FULL OR PART TIME] My job</b>	N/A	6.2	6.6
My immediate family	5.2	5.9	6.4
Me personally	5.1	5.7	6.3
My community	4.5	5.6	6
The country	3.4	4.3	4.6

### a. Me personally

	12/9-10, 2020	12/7-8, 2021	12/5-6, 2023
1 – not a good year at all	10%	8%	5%
2	4%	3%	2%
3	9%	7%	4%
4	13%	9%	6%
5	19%	16%	15%
6	14%	17%	14%
7	16%	16%	18%
8	8%	11%	19%
9	3%	6%	7%
10 – an extremely good year	3%	5%	6%
Don't know/Not applicable	1%	2%	2%
<b>1-3 (Net)</b>	<b>23%</b>	<b>18%</b>	<b>12%</b>
<b>8-10 (Net)</b>	<b>14%</b>	<b>22%</b>	<b>33%</b>
<b>Mean</b>	<b>5.1</b>	<b>5.7</b>	<b>6.3</b>

### b. My immediate family

	12/9-10, 2020	12/7-8, 2021	12/5-6, 2023
1 – not a good year at all	8%	5%	5%
2	5%	2%	3%
3	7%	6%	4%
4	13%	10%	5%
5	23%	17%	12%
6	13%	18%	14%
7	15%	17%	19%
8	8%	13%	23%
9	4%	6%	6%
10 – an extremely good year	3%	4%	8%
Don't know/Not applicable	2%	3%	2%
<b>1-3 (Net)</b>	<b>20%</b>	<b>12%</b>	<b>12%</b>
<b>8-10 (Net)</b>	<b>14%</b>	<b>23%</b>	<b>36%</b>
<b>Mean</b>	<b>5.2</b>	<b>5.9</b>	<b>6.4</b>





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7. Thinking back over the last 12 months, how would you rate how this year went for each of the following, on scale from 1-10, where 1 means it was not good at all, and 10 means it was an extremely good year? You can use any number from 1 to 10. *(Continued)*

c. **[ASKED IF EMPLOYED FULL OR PART TIME]** My job

	<b>12/7-8, 2021 (N=620)</b>	<b>12/5-6, 2023 (N=489)</b>
1 – not a good year at all	4%	2%
2	2%	2%
3	5%	2%
4	7%	8%
5	17%	12%
6	16%	18%
7	15%	23%
8	17%	14%
9	7%	10%
10 – an extremely good year	7%	7%
Don't know/Not applicable	2%	2%
<i>1-3 (Net)</i>	<i>12%</i>	<i>6%</i>
<i>8-10 (Net)</i>	<i>31%</i>	<i>31%</i>
<i>Mean</i>	<i>6.2</i>	<i>6.6</i>

d. My community

	<b>12/9-10, 2020</b>	<b>12/7-8, 2021</b>	<b>12/5-6, 2023</b>
1 – not a good year at all	12%	4%	3%
2	5%	3%	1%
3	12%	6%	4%
4	18%	9%	9%
5	21%	20%	20%
6	13%	23%	19%
7	9%	15%	20%
8	4%	7%	9%
9	2%	3%	5%
10 – an extremely good year	2%	3%	4%
Don't know/Not applicable	2%	6%	7%
<i>1-3 (Net)</i>	<i>30%</i>	<i>13%</i>	<i>8%</i>
<i>8-10 (Net)</i>	<i>8%</i>	<i>13%</i>	<i>18%</i>
<i>Mean</i>	<i>4.5</i>	<i>5.6</i>	<i>6</i>



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7. Thinking back over the last 12 months, how would you rate how this year went for each of the following, on scale from 1-10, where 1 means it was not good at all, and 10 means it was an extremely good year? You can use any number from 1 to 10. (Continued)

e. The country

	12/9-10, 2020	12/7-8, 2021	12/5-6, 2023
1 – not a good year at all	28%	18%	13%
2	14%	7%	5%
3	15%	12%	10%
4	13%	13%	17%
5	12%	19%	19%
6	7%	13%	11%
7	4%	7%	8%
8	2%	4%	5%
9	2%	2%	2%
10 – an extremely good year	2%	2%	4%
Don't know/Not applicable	1%	3%	5%
<i>1-3 (Net)</i>	<i>58%</i>	<i>36%</i>	<i>29%</i>
<i>8-10 (Net)</i>	<i>5%</i>	<i>9%</i>	<i>11%</i>
<i>Mean</i>	<i>3.4</i>	<i>4.3</i>	<i>4.6</i>

8. Thinking ahead to 2024, how do you think next year will rate for each of the following, on scale from 1-10, where 1 means it will not be good at all, and 10 means it will be an extremely good year? You can use any number from 1 to 10.

Total Mean Summary

	12/9-10, 2020	12/7-8, 2021	1/18-19, 2022	8/16-17, 2022	2/28-3/1, 2023	12/5-6, 2023
<b>[ASKED IF EMPLOYED FULL OR PART TIME] My job</b>	N/A	6.2	6.6	6.4	6.0	7.1
My immediate family	5.2	5.9	6.4	6.1	6.1	7.0
Me personally	5.1	5.7	6.3	6.0	5.8	6.9
My community	N/A	N/A	N/A	N/A	5.6	6.3
The country	N/A	N/A	N/A	N/A	4.2	5.1

\*Prior to 12/5-6, 2023, question text read "Thinking of 2023 so far, how would you rate this year for each of the following, on scale from 1-10, where 1 means it has not been good at all, and 10 means it has been an extremely good year? You can use any number from 1 to 10."

\*Prior to 2/28-3/1, 2023, question text read "Thinking of 2023 so far, how would you rate this year for each of the following, on scale from 1-10, where 1 means it has not been good at all, and 10 means it has been an extremely good year? You can use any number from 1 to 10."

\*Prior to the 1/18-19, 2022, question text read "Thinking ahead to 2022, how do you think next year will rate for each of the following, on scale from 1-10, where 1 means it will not be good at all, and 10 means it will be an extremely good year? You can use any number from 1 to 10."



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8. Thinking ahead to 2024, how do you think next year will rate for each of the following, on scale from 1-10, where 1 means it will not be good at all, and 10 means it will be an extremely good year? You can use any number from 1 to 10. (Continued)

a. Me personally

	12/9-10, 2020	12/7-8, 2021	1/18-1/19, 2022	8/16-17, 2022	2/28-3/1, 2023	12/5-6, 2023
1 – not a good year at all	10%	8%	5%	6%	7%	2%
2	4%	3%	2%	2%	4%	1%
3	9%	7%	3%	5%	12%	3%
4	13%	9%	6%	6%	17%	4%
5	19%	16%	18%	22%	16%	11%
6	14%	17%	15%	16%	18%	16%
7	16%	16%	17%	14%	7%	16%
8	8%	11%	15%	12%	6%	20%
9	3%	6%	7%	5%	4%	10%
10 – an extremely good year	3%	5%	8%	7%	6%	12%
Don't know/not applicable	1%	2%	4%	6%	3%	5%
<i>1-3 (Net)</i>	<i>23%</i>	<i>18%</i>	<i>10%</i>	<i>13%</i>	<i>24%</i>	<i>6%</i>
<i>8-10 (Net)</i>	<i>14%</i>	<i>22%</i>	<i>30%</i>	<i>24%</i>	<i>16%</i>	<i>42%</i>
<i>Mean</i>	<i>5.1</i>	<i>5.7</i>	<i>6.3</i>	<i>6.0</i>	<i>5.8</i>	<i>6.9</i>

b. My immediate family

	12/9-10, 2020	12/7-8, 2021	1/18-1/19, 2022	8/16-17, 2022	2/28-3/1, 2023	12/5-6, 2023
1 – not a good year at all	8%	5%	4%	4%	7%	2%
2	5%	2%	1%	1%	7%	1%
3	7%	6%	2%	5%	14%	2%
4	13%	10%	5%	5%	17%	5%
5	23%	17%	20%	20%	16%	10%
6	13%	18%	16%	17%	15%	13%
7	15%	17%	16%	17%	8%	21%
8	8%	13%	15%	12%	5%	22%
9	4%	6%	7%	5%	2%	6%
10 – an extremely good year	3%	4%	8%	6%	5%	13%
Don't know/not applicable	2%	3%	6%	9%	4%	6%
<i>1-3 (Net)</i>	<i>20%</i>	<i>12%</i>	<i>7%</i>	<i>10%</i>	<i>28%</i>	<i>5%</i>
<i>8-10 (Net)</i>	<i>14%</i>	<i>23%</i>	<i>30%</i>	<i>23%</i>	<i>12%</i>	<i>41%</i>
<i>Mean</i>	<i>5.2</i>	<i>5.9</i>	<i>6.4</i>	<i>6.1</i>	<i>6.1</i>	<i>7.0</i>



## PUBLIC POLL FINDINGS AND METHODOLOGY

8. Thinking ahead to 2024, how do you think next year will rate for each of the following, on scale from 1-10, where 1 means it will not be good at all, and 10 means it will be an extremely good year? You can use any number from 1 to 10. (Continued)

c. [ASKED IF EMPLOYED FULL OR PART TIME] My job

	12/7-8, 2021 (N=620)	1/18-1/19, 2022 (N=633)	8/16-17, 2022 (N=598)	2/28-3/1, 2023 (N=616)	12/5-6, 2023 (N=489)
1 – not a good year at all	4%	4%	5%	6%	2%
2	2%	1%	2%	5%	1%
3	5%	4%	4%	14%	1%
4	7%	5%	8%	19%	3%
5	17%	17%	15%	18%	10%
6	16%	13%	12%	17%	16%
7	15%	18%	16%	7%	23%
8	17%	16%	16%	4%	22%
9	7%	6%	8%	2%	7%
10 – an extremely good year	7%	12%	9%	6%	12%
Don't know/not applicable	2%	5%	6%	2%	4%
1-3 (Net)	12%	8%	10%	25%	3%
8-10 (Net)	31%	34%	33%	12%	41%
Mean	6.2	6.6	6.4	6.0	7.1

\*Prior to 12/5-6, 2023, this was asked as "My job overall"

d. My community

	2/28-3/1, 2023	12/5-6, 2023
1 – not a good year at all	2%	2%
2	3%	1%
3	10%	3%
4	15%	6%
5	19%	16%
6	22%	19%
7	8%	19%
8	6%	13%
9	2%	5%
10 – an extremely good year	5%	6%
Don't know/not applicable	7%	10%
1-3 (Net)	15%	7%
8-10 (Net)	13%	24%
Mean	5.6	6.3





## PUBLIC POLL FINDINGS AND METHODOLOGY

8. Thinking ahead to 2024, how do you think next year will rate for each of the following, on scale from 1-10, where 1 means it will not be good at all, and 10 means it will be an extremely good year? You can use any number from 1 to 10. (Continued)

e. The country

	2/28-3/1, 2023	12/5-6, 2023
1 – not a good year at all	2%	10%
2	1%	5%
3	4%	8%
4	8%	11%
5	11%	18%
6	18%	13%
7	13%	9%
8	12%	7%
9	8%	4%
10 – an extremely good year	18%	5%
Don't know/not applicable	5%	9%
1-3 (Net)	7%	23%
8-10 (Net)	38%	17%
Mean	4.2	5.1

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

### Total Familiar Summary

	12/5-6, 2023
The fighting in the Israel/Hamas war resuming after a brief ceasefire	70%
U.S. Representative George Santos being expelled from the House of Representatives	59%
Henry Kissinger dying at age 100	49%
OpenAI removing and then reinstating its CEO	30%
Russia's Supreme Court ruling that LGBTQ+ activists should be designated as extremists	23%
Merriam-Webster picking "Authentic" as the Word of the Year	22%
The CEO of Weight Watchers apologizing for getting weight loss "wrong"/embracing weight loss drugs	16%

a. The CEO of Weight Watchers apologizing for getting weight loss "wrong"/embracing weight loss drugs

	12/5-6, 2023
Very familiar	5%
Somewhat familiar	11%
Heard of it, but that's it	19%
Never heard of it	65%
Familiar (Net)	16%
Not Familiar (Net)	84%





## PUBLIC POLL FINDINGS AND METHODOLOGY

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

b. Merriam-Webster picking “Authentic” as the Word of the Year

	12/5-6, 2023
Very familiar	9%
Somewhat familiar	12%
Heard of it, but that’s it	16%
Never heard of it	63%
<b>Familiar (Net)</b>	<b>22%</b>
<b>Not Familiar (Net)</b>	<b>78%</b>

c. OpenAI removing and then reinstating its CEO

	12/5-6, 2023
Very familiar	12%
Somewhat familiar	18%
Heard of it, but that’s it	20%
Never heard of it	49%
<b>Familiar (Net)</b>	<b>30%</b>
<b>Not Familiar (Net)</b>	<b>70%</b>

d. The fighting in the Israel/Hamas war resuming after a brief ceasefire

	12/5-6, 2023
Very familiar	36%
Somewhat familiar	34%
Heard of it, but that’s it	19%
Never heard of it	11%
<b>Familiar (Net)</b>	<b>70%</b>
<b>Not Familiar (Net)</b>	<b>30%</b>

e. Russia’s Supreme Court ruling that LGBTQ+ activists should be designated as extremists

	12/5-6, 2023
Very familiar	7%
Somewhat familiar	15%
Heard of it, but that’s it	21%
Never heard of it	56%
<b>Familiar (Net)</b>	<b>23%</b>
<b>Not Familiar (Net)</b>	<b>77%</b>



## PUBLIC POLL FINDINGS AND METHODOLOGY

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

f. Henry Kissinger dying at age 100

	12/5-6, 2023
Very familiar	28%
Somewhat familiar	22%
Heard of it, but that's it	20%
Never heard of it	30%
<b>Familiar (Net)</b>	<b>49%</b>
<b>Not Familiar (Net)</b>	<b>51%</b>

g. U.S. Representative George Santos being expelled from the House of Representatives

	12/5-6, 2023
Very familiar	31%
Somewhat familiar	29%
Heard of it, but that's it	22%
Never heard of it	19%
<b>Familiar (Net)</b>	<b>59%</b>
<b>Not Familiar (Net)</b>	<b>41%</b>

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. The CEO of Weight Watchers apologizing for getting weight loss “wrong”/embracing weight loss drugs

	12/5-6, 2023
I care a lot	9%
I care a little	22%
I don't care at all	57%
Don't know	12%

b. Merriam-Webster picking “Authentic” as the Word of the Year

	12/5-6, 2023
I care a lot	7%
I care a little	15%
I don't care at all	65%
Don't know	12%





## 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)*

c. OpenAI removing and then reinstating its CEO

	<b>12/5-6, 2023</b>
I care a lot	10%
I care a little	21%
I don't care at all	54%
Don't know	15%

d. The fighting in the Israel/Hamas war resuming after a brief ceasefire

	<b>12/5-6, 2023</b>
I care a lot	48%
I care a little	30%
I don't care at all	13%
Don't know	9%

e. Russia's Supreme Court ruling that LGBTQ+ activists should be designated as extremists

	<b>12/5-6, 2023</b>
I care a lot	20%
I care a little	25%
I don't care at all	39%
Don't know	15%

f. Henry Kissinger dying at age 100

	<b>12/5-6, 2023</b>
I care a lot	11%
I care a little	35%
I don't care at all	38%
Don't know	16%

g. U.S. Representative George Santos being expelled from the House of Representatives

	<b>12/5-6, 2023</b>
I care a lot	23%
I care a little	29%
I don't care at all	36%
Don't know	12%





## PUBLIC POLL FINDINGS AND METHODOLOGY

11. When thinking about companies or brands that are “authentic,” which of the following words do you most associate with that trait? You may select up to three choices.

	<b>12/5-6, 2023</b>
Honest	51%
Integrity	40%
Committed to quality products and services	27%
Transparent	26%
Consistent	21%
Cares for consumers	19%
Their goals are more than just making profit	17%
Takes care of employees	15%
Uses all natural ingredients	11%
Relevant	9%
Cares about the environment	9%
Takes actions that support and/or invest in society	6%
Other	1%
None of the above	9%





## PUBLIC POLL FINDINGS AND METHODOLOGY

### About the Study

These are some of the findings of the eighty-eighth wave of an Ipsos poll conducted between December 5-6, 2023. For this survey, a sample of 1,120 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 eighty-seventh wave was conducted November 7-8, 2023 among 1,120 adults
- The eighty-eighth wave was conducted December 5-6, 2023 among 1,120 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=1,120, 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, eighty-sixth, and eighty-seventh waves of this study have a credibility interval of 3.6 percentage points.

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## PUBLIC POLL FINDINGS AND METHODOLOGY

### About Ipsos

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

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

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

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