



# PUBLIC POLL FINDINGS AND METHODOLOGY

## Ipsos Poll on Consumer Behavior

Washington, DC, January 26, 2024

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 |
|---------------------------------|--------------------------|------------------|-------------|-----------------|-------------------------|------------|-----------------|------------|
| <b>1/23-24, 2024 (N=1,118)</b>  | 14%                      | 6%               | 9%          | 33%             | 49%                     | 26%        | 23%             | 4%         |
| <b>1/9-10, 2024 (N=1,119)</b>   | 14%                      | 5%               | 9%          | 30%             | 53%                     | 26%        | 26%             | 3%         |
| <b>10/10-11, 2023 (N=1,119)</b> | 19%                      | 6%               | 13%         | 28%             | 50%                     | 25%        | 25%             | 3%         |
| <b>9/26-27, 2023 (N=1,116)</b>  | 16%                      | 6%               | 10%         | 34%             | 47%                     | 24%        | 24%             | 3%         |
| <b>9/12-13, 2023 (N=1,116)</b>  | 20%                      | 5%               | 15%         | 29%             | 49%                     | 25%        | 24%             | 2%         |
| <b>8/29-30, 2023 (N=1,103)</b>  | 15%                      | 5%               | 10%         | 31%             | 51%                     | 23%        | 28%             | 2%         |
| <b>4/11-12, 2023 (N=1,120)</b>  | 20%                      | 9%               | 11%         | 25%             | 52%                     | 23%        | 29%             | 3%         |
| <b>3/14-15, 2023 (N=1,119)</b>  | 13%                      | 5%               | 8%          | 26%             | 58%                     | 27%        | 31%             | 3%         |
| <b>2/14-15, 2023 (N=1,109)</b>  | 20%                      | 7%               | 12%         | 33%             | 44%                     | 26%        | 18%             | 3%         |
| <b>1/18-19, 2023 (N=1,119)</b>  | 18%                      | 6%               | 12%         | 36%             | 43%                     | 22%        | 20%             | 3%         |



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

|                             | High threat<br>(Net) | Very high<br>threat | High threat | Moderate<br>threat | Low threat<br>(Net) | Low threat | Very low<br>threat | Don't know |
|-----------------------------|----------------------|---------------------|-------------|--------------------|---------------------|------------|--------------------|------------|
| 12/7-8, 2022<br>(N=1,118)   | 22%                  | 6%                  | 16%         | 32%                | 42%                 | 23%        | 19%                | 4%         |
| 11/9-10, 2022<br>(N=1,115)  | 17%                  | 7%                  | 11%         | 33%                | 47%                 | 25%        | 22%                | 3%         |
| 10/25-26, 2022<br>(N=1,120) | 23%                  | 8%                  | 15%         | 34%                | 40%                 | 22%        | 19%                | 3%         |
| 10/11-12, 2022<br>(N=1,120) | 21%                  | 7%                  | 14%         | 33%                | 41%                 | 23%        | 18%                | 4%         |
| 9/27-28, 2022<br>(N=1,120)  | 21%                  | 7%                  | 15%         | 34%                | 42%                 | 22%        | 20%                | 3%         |
| 9/13-14, 2022<br>(N=1,118)  | 25%                  | 10%                 | 15%         | 31%                | 41%                 | 23%        | 18%                | 2%         |
| 8/30-31, 2022<br>(N=1,110)  | 23%                  | 8%                  | 15%         | 32%                | 42%                 | 24%        | 18%                | 2%         |
| 8/16-17, 2022<br>(N=1,120)  | 23%                  | 9%                  | 14%         | 34%                | 41%                 | 21%        | 20%                | 2%         |
| 8/2-3, 2022<br>(N=1,119)    | 23%                  | 11%                 | 13%         | 35%                | 39%                 | 21%        | 17%                | 3%         |
| 7/19-20, 2022<br>(N=1,120)  | 25%                  | 9%                  | 15%         | 33%                | 40%                 | 21%        | 19%                | 3%         |
| 6/22-23, 2022<br>(N=1,117)  | 25%                  | 10%                 | 15%         | 34%                | 38%                 | 19%        | 9%                 | 3%         |
| 6/7-8, 2022<br>(N=1,117)    | 23%                  | 9%                  | 14%         | 35%                | 40%                 | 20%        | 21%                | 2%         |
| 5/24-25, 2022<br>(N=1,120)  | 22%                  | 8%                  | 14%         | 36%                | 39%                 | 20%        | 19%                | 2%         |
| 5/10-11, 2022<br>(N=1,120)  | 27%                  | 9%                  | 18%         | 31%                | 40%                 | 21%        | 19%                | 2%         |
| 4/26-27, 2022<br>(N=1,136)  | 23%                  | 10%                 | 14%         | 32%                | 41%                 | 22%        | 19%                | 4%         |
| 4/12-13, 2022<br>(N=1,165)  | 24%                  | 9%                  | 15%         | 33%                | 41%                 | 22%        | 19%                | 2%         |
| 3/29-30, 2022<br>(N=1,152)  | 24%                  | 10%                 | 15%         | 31%                | 41%                 | 24%        | 18%                | 3%         |
| 3/15-16, 2022<br>(N=1,154)  | 27%                  | 12%                 | 15%         | 29%                | 41%                 | 21%        | 20%                | 3%         |
| 3/1-2, 2022<br>(N=1,154)    | 27%                  | 11%                 | 16%         | 33%                | 37%                 | 19%        | 18%                | 2%         |
| 2/15-16, 2022<br>(N=1,156)  | 26%                  | 10%                 | 17%         | 34%                | 37%                 | 21%        | 17%                | 3%         |
| 2/1-3, 2022<br>(N=2,010)    | 29%                  | 11%                 | 18%         | 35%                | 34%                 | 20%        | 14%                | 2%         |
| 1/18-19, 2022<br>(N=1,158)  | 35%                  | 15%                 | 20%         | 35%                | 28%                 | 14%        | 14%                | 2%         |
| 1/4-5, 2022<br>(N=1,158)    | 35%                  | 13%                 | 22%         | 32%                | 30%                 | 17%        | 13%                | 3%         |



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

|                           | High threat (Net) | Very high threat | High threat | Moderate threat | Low threat (Net) | Low threat | Very low threat | Don't know |
|---------------------------|-------------------|------------------|-------------|-----------------|------------------|------------|-----------------|------------|
| 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%         |
| 4/13-14, 2021 (N=1,115)   | 26%               | 10%              | 15%         | 32%             | 42%              | 21%        | 20%             | 1%         |
| 3/30-31, 2021 (N=1,115)   | 27%               | 11%              | 16%         | 33%             | 37%              | 18%        | 19%             | 3%         |
| 3/2-3, 2021 (N=1,115)     | 33%               | 14%              | 19%         | 35%             | 32%              | 19%        | 12%             | 1%         |
| 2/17-18, 2021 (N=1,115)   | 34%               | 15%              | 19%         | 34%             | 30%              | 15%        | 15%             | 2%         |
| 2/2-3, 2021 (N=1,115)     | 35%               | 13%              | 22%         | 34%             | 29%              | 16%        | 14%             | 1%         |
| 1/20-21, 2021 (N=1,115)   | 41%               | 18%              | 23%         | 34%             | 25%              | 15%        | 10%             | 1%         |



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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>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. How likely, if at all, do you think it is that there will be a spike in COVID-19 cases in your state this winter?

|                         | <b>11/9-10, 2022</b> | <b>11/7-8, 2023</b> | <b>1/9-10, 2024</b> | <b>1/23-24, 2024</b> |
|-------------------------|----------------------|---------------------|---------------------|----------------------|
| Very likely             | 21%                  | 18%                 | 25%                 | 21%                  |
| Somewhat likely         | 42%                  | 43%                 | 42%                 | 42%                  |
| Not very likely         | 16%                  | 17%                 | 18%                 | 19%                  |
| Not at all likely       | 9%                   | 10%                 | 7%                  | 10%                  |
| Don't know              | 11%                  | 12%                 | 8%                  | 9%                   |
| <i>Likely (Net)</i>     | <b>64%</b>           | <b>61%</b>          | <b>67%</b>          | <b>63%</b>           |
| <i>Not likely (Net)</i> | <b>25%</b>           | <b>27%</b>          | <b>25%</b>          | <b>29%</b>           |





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

|                        | Working at my workplace only | Working from home only | Working both from home and at my workplace |
|------------------------|------------------------------|------------------------|--|
| 1/23-24, 2024 (N=551)  | 47%                          | 21%                    | 32%  |
| 1/9-10, 2024 (N=574)   | 51%                          | 17%                    | 32%  |
| 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%  |
| 2/2-3, 2022 (N=1,086)  | 56%                          | 24%                    | 20%  |
| 1/20-21, 2021 (N=603)  | 34%                          | 48%                    | 18%  |



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4. **[ASKED ONLY IF EMPLOYED]** In your opinion, what is closest to the right mix of working from home versus working in an office right now?

|  | 3/2-3, 2021<br>(N=1,115) | 3/15-16, 2021<br>(N=1,115) | 5/25-26, 2021<br>(N=1,178) | 6/22-23, 2021<br>(N=1,176) | 2/1-3, 2022<br>(N=2,010) | 3/15-16, 2022<br>(N=1,154) | 6/22-23, 2022<br>(N=1,117) | 1/18-19, 2023<br>(N=1,119) | 3/14-15, 2023<br>(N=625) | 1/9-10, 2024<br>(N=574) | 1/23-24, 2024<br>(N=551) |
|--|--------------------------|----------------------------|----------------------------|----------------------------|--------------------------|----------------------------|----------------------------|----------------------------|--------------------------|-------------------------|--------------------------|
| All at home                            | 9%                       | 12%                        | 11%                        | 10%                        | 11%                      | 14%                        | 13%                        | 12%                        | 16%                      | 13%                     | 12%                      |
| Mostly at home                         | 16%                      | 15%                        | 15%                        | 14%                        | 13%                      | 14%                        | 12%                        | 12%                        | 19%                      | 17%                     | 13%                      |
| Evenly split at home and at the office | 22%                      | 17%                        | 18%                        | 19%                        | 15%                      | 17%                        | 17%                        | 16%                        | 15%                      | 20%                     | 24%                      |
| Mostly at the office                   | 14%                      | 12%                        | 9%                         | 13%                        | 10%                      | 9%                         | 14%                        | 12%                        | 14%                      | 17%                     | 19%                      |
| All at the office                      | 13%                      | 14%                        | 18%                        | 16%                        | 18%                      | 15%                        | 19%                        | 17%                        | 27%                      | 27%                     | 21%                      |
| Don't know/Not applicable              | 26%                      | 30%                        | 27%                        | 28%                        | 33%                      | 31%                        | 26%                        | 31%                        | 9%                       | 6%                      | 10%                      |

*\*Prior to March 2023, the question was asked to all respondents*

5. **[IF EMPLOYED]** Has your employer set guidelines for how often you should work from the office or workplace?

|              | 1/18-19, 2023<br>(N=639) | 1/9-10, 2024<br>(N=574) | 1/23-24, 2024<br>(N=551) |
|--------------|--------------------------|-------------------------|--------------------------|
| Yes          | 37%                      | 41%                     | 41%                      |
| No           | 58%                      | 55%                     | 54%                      |
| I don't know | 5%                       | 4%                      | 4%                       |



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

### Total Higher Summary

|   | 7/6-7, 2021 | 8/31-9/1, 2021 | 11/9-10, 2021 | 12/7-8, 2021 | 1/4-1/5, 2022 | 1/18-19, 2022 | 2/15-16, 2022 | 3/15-16, 2022 | 4/12-13, 2022 | 5/10-11, 2022 | 6/22-23, 2022 | 7/19-20, 2022 | 8/16-17, 2022 | 9/13-14, 2022 | 8/15-16, 2023 | 1/23-24, 2024 |
|---|-------------|----------------|---------------|--------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Your total grocery bill   | 68%         | 72%            | 73%           | 76%          | 75%           | 77%           | 78%           | 79%           | 77%           | 79%           | 81%           | 82%           | 81%           | 80%           | 83%           | 82%           |
| Food at restaurants   | 58%         | 59%            | 61%           | 62%          | 63%           | 64%           | 70%           | 63%           | 69%           | 71%           | 69%           | 71%           | 68%           | 73%           | 78%           | 78%           |
| Meat  | 66%         | 71%            | 73%           | 74%          | 73%           | 75%           | 77%           | 73%           | 75%           | 78%           | 78%           | 80%           | 78%           | 76%           | 76%           | 77%           |
| Fresh fruit and vegetables  | 60%         | 65%            | 69%           | 69%          | 66%           | 72%           | 68%           | 69%           | 71%           | 74%           | 72%           | 77%           | 76%           | 72%           | 72%           | 75%           |
| Dairy (milk, eggs, yogurt, cheese, etc.)                                    | N/A         | N/A            | N/A           | N/A          | 66%           | 69%           | 70%           | 70%           | 73%           | 75%           | 76%           | 77%           | 76%           | 75%           | N/A           | 74%           |
| Electricity   | 43%         | 46%            | 51%           | 52%          | 52%           | 55%           | 60%           | 57%           | 57%           | 58%           | 61%           | 60%           | 61%           | 62%           | 67%           | 71%           |
| Your total household expenses (rent/mortgage, utilities, maintenance, etc.) | N/A         | N/A            | 49%           | 54%          | 53%           | 58%           | 64%           | 57%           | 58%           | 60%           | 65%           | 60%           | 65%           | 64%           | 70%           | 70%           |
| Clothing  | N/A         | N/A            | 46%           | 44%          | 46%           | 48%           | 48%           | N/A           | N/A           | N/A           | N/A           | N/A           | N/A           | N/A           | 62%           | 62%           |
| Entertainment   | N/A         | N/A            | 41%           | 54%          | 42%           | 42%           | 45%           | N/A           | N/A           | N/A           | N/A           | N/A           | N/A           | N/A           | 58%           | 61%           |
| Gasoline  | 78%         | 77%            | 79%           | 78%          | 74%           | 73%           | 79%           | 80%           | 83%           | 84%           | 81%           | 83%           | 74%           | 72%           | 80%           | 56%           |
| Over-the-counter medications  | N/A         | N/A            | N/A           | N/A          | N/A           | N/A           | N/A           | N/A           | N/A           | N/A           | N/A           | N/A           | N/A           | N/A           | N/A           | 53%           |
| Prescription medications  | N/A         | N/A            | N/A           | N/A          | N/A           | N/A           | N/A           | N/A           | N/A           | N/A           | N/A           | N/A           | N/A           | N/A           | N/A           | 43%           |

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

### a. Meat

|                     | 7/6-7, 2021 | 7/20-21, 2021 | 8/31-9/1, 2021 | 11/9-10, 2021 | 1/4-1/5, 2022 | 1/18-19, 2022 | 2/15-16, 2022 | 3/15-16, 2022 | 4/12-13, 2022 | 5/10-11, 2022 | 6/22-23, 2022 | 7/19-20, 2022 | 8/16-17, 2022 | 9/13-14, 2022 | 6/21-22, 2023 | 8/15-16, 2023 | 1/23-24, 2024 |
|---------------------|-------------|---------------|----------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Much higher         | 25%         | 32%           | 32%            | 32%           | 39%           | 41%           | 49%           | 46%           | 43%           | 46%           | 50%           | 48%           | 46%           | 45%           | 31%           | 45%           | 43%           |
| Somewhat higher     | 41%         | 37%           | 39%            | 38%           | 34%           | 34%           | 28%           | 28%           | 33%           | 32%           | 28%           | 32%           | 31%           | 31%           | 39%           | 31%           | 34%           |
| About the same      | 24%         | 20%           | 19%            | 20%           | 18%           | 14%           | 13%           | 16%           | 14%           | 12%           | 12%           | 10%           | 12%           | 13%           | 18%           | 16%           | 15%           |
| Somewhat lower      | 3%          | 3%            | 1%             | 2%            | 2%            | 3%            | 3%            | 3%            | 4%            | 3%            | 2%            | 3%            | 3%            | 3%            | 3%            | 2%            | 3%            |
| Much lower          | 1%          | 1%            | 1%             | 1%            | 1%            | 1%            | 1%            | 1%            | 2%            | 2%            | 2%            | 1%            | 1%            | 1%            | 1%            | 1%            | 1%            |
| Not applicable      | 3%          | 3%            | 2%             | 3%            | 3%            | 3%            | 3%            | 4%            | 3%            | 3%            | 3%            | 3%            | 3%            | 4%            | 5%            | 2%            | 2%            |
| Don't know          | 4%          | 4%            | 5%             | 4%            | 3%            | 4%            | 4%            | 2%            | 3%            | 2%            | 3%            | 3%            | 3%            | 3%            | 4%            | 3%            | 2%            |
| <b>Higher (Net)</b> | <b>66%</b>  | <b>69%</b>    | <b>71%</b>     | <b>70%</b>    | <b>73%</b>    | <b>75%</b>    | <b>77%</b>    | <b>73%</b>    | <b>75%</b>    | <b>78%</b>    | <b>78%</b>    | <b>80%</b>    | <b>78%</b>    | <b>76%</b>    | <b>70%</b>    | <b>76%</b>    | <b>77%</b>    |
| <b>Lower (Net)</b>  | <b>4%</b>   | <b>4%</b>     | <b>2%</b>      | <b>3%</b>     | <b>3%</b>     | <b>5%</b>     | <b>4%</b>     | <b>4%</b>     | <b>5%</b>     | <b>5%</b>     | <b>5%</b>     | <b>4%</b>     | <b>4%</b>     | <b>4%</b>     | <b>3%</b>     | <b>3%</b>     | <b>4%</b>     |





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

### b. Fresh fruit and vegetables

|                 | 7/6-7, 2021 | 7/20-21, 2021 | 8/31-9/1, 2021 | 11/9-10, 2021 | 1/4-1/5, 2022 | 1/18-19, 2022 | 2/15-16, 2022 | 3/15-16, 2022 | 4/12-13, 2022 | 5/10-11, 2022 | 6/22-23, 2022 | 7/19-20, 2022 | 8/16-17, 2022 | 9/13-14, 2022 | 6/21-22, 2023 | 8/15-16, 2023 | 1/23-24, 2024 |
|-----------------|-------------|---------------|----------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Much higher     | 16%         | 22%           | 20%            | 24%           | 25%           | 28%           | 32%           | 27%           | 30%           | 31%           | 34%           | 33%           | 33%           | 29%           | 23%           | 32%           | 30%           |
| Somewhat higher | 44%         | 44%           | 44%            | 45%           | 41%           | 44%           | 36%           | 42%           | 41%           | 42%           | 38%           | 44%           | 42%           | 43%           | 44%           | 40%           | 45%           |
| About the same  | 32%         | 25%           | 27%            | 24%           | 26%           | 19%           | 21%           | 22%           | 20%           | 18%           | 18%           | 15%           | 18%           | 18%           | 26%           | 20%           | 20%           |
| Somewhat lower  | 2%          | 3%            | 2%             | 3%            | 2%            | 3%            | 4%            | 4%            | 4%            | 3%            | 4%            | 2%            | 3%            | 4%            | 3%            | 5%            | 2%            |
| Much lower      | 1%          | 2%            | 1%             | 1%            | 1%            | 3%            | 1%            | 2%            | 2%            | 2%            | 2%            | 1%            | 1%            | 1%            | 1%            | 1%            | 1%            |
| Not applicable  | 1%          | *             | 1%             | 1%            | 1%            | 1%            | 2%            | 1%            | 1%            | 1%            | 2%            | 2%            | 1%            | 2%            | 1%            | 1%            | 1%            |
| Don't know      | 3%          | 3%            | 5%             | 3%            | 3%            | 2%            | 4%            | 2%            | 2%            | 3%            | 3%            | 2%            | 2%            | 3%            | 3%            | 1%            | 2%            |
| Higher (Net)    | 60%         | 66%           | 65%            | 69%           | 66%           | 72%           | 68%           | 69%           | 71%           | 74%           | 72%           | 77%           | 76%           | 72%           | 66%           | 72%           | 75%           |
| Lower (Net)     | 4%          | 5%            | 3%             | 3%            | 3%            | 6%            | 5%            | 6%            | 6%            | 5%            | 6%            | 4%            | 4%            | 5%            | 4%            | 6%            | 3%            |

### c. Your total grocery bill

|                 | 7/6-7, 2021 | 7/20-21, 2021 | 8/31-9/1, 2021 | 11/9-10, 2021 | 1/4-1/5, 2022 | 1/18-19, 2022 | 2/15-16, 2022 | 3/15-16, 2022 | 4/12-13, 2022 | 5/10-11, 2022 | 6/22-23, 2022 | 7/19-20, 2022 | 8/16-17, 2022 | 9/13-14, 2022 | 6/21-22, 2023 | 8/15-16, 2023 | 1/23-24, 2024 |
|-----------------|-------------|---------------|----------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Much higher     | 23%         | 27%           | 28%            | 32%           | 34%           | 40%           | 42%           | 40%           | 40%           | 43%           | 47%           | 44%           | 44%           | 43%           | 34%           | 49%           | 45%           |
| Somewhat higher | 45%         | 43%           | 45%            | 40%           | 41%           | 37%           | 37%           | 39%           | 37%           | 35%           | 34%           | 39%           | 37%           | 37%           | 44%           | 34%           | 37%           |
| About the same  | 27%         | 22%           | 21%            | 20%           | 18%           | 15%           | 14%           | 16%           | 15%           | 15%           | 11%           | 12%           | 12%           | 14%           | 15%           | 13%           | 13%           |
| Somewhat lower  | 2%          | 3%            | 2%             | 3%            | 3%            | 3%            | 2%            | 3%            | 3%            | 3%            | 3%            | 2%            | 4%            | 2%            | 2%            | 2%            | 3%            |
| Much lower      | 2%          | 2%            | 1%             | 2%            | 2%            | 2%            | 2%            | 1%            | 2%            | 2%            | 2%            | 1%            | 2%            | 1%            | *             | 1%            | 1%            |
| Not applicable  | *           | *             | 1%             | *             | 1%            | 1%            | 2%            | 1%            | 1%            | 1%            | 2%            | 1%            | 1%            | 1%            | 1%            | *             | 1%            |
| Don't know      | 1%          | 2%            | 3%             | 2%            | 2%            | 2%            | 1%            | 1%            | 2%            | 1%            | 2%            | 2%            | 2%            | 1%            | 2%            | 1%            | 1%            |
| Higher (Net)    | 68%         | 70%           | 72%            | 73%           | 75%           | 77%           | 78%           | 79%           | 77%           | 79%           | 81%           | 82%           | 81%           | 80%           | 79%           | 83%           | 82%           |
| Lower (Net)     | 3%          | 5%            | 2%             | 5%            | 4%            | 5%            | 4%            | 3%            | 5%            | 4%            | 5%            | 3%            | 5%            | 4%            | 3%            | 3%            | 4%            |

### d. Gasoline

|                 | 7/6-7, 2021 | 7/20-21, 2021 | 8/31-9/1, 2021 | 11/9-10, 2021 | 1/4-1/5, 2022 | 1/18-19, 2022 | 2/15-16, 2022 | 3/15-16, 2022 | 4/12-13, 2022 | 5/10-11, 2022 | 6/22-23, 2022 | 7/19-20, 2022 | 8/16-17, 2022 | 9/13-14, 2022 | 6/21-22, 2023 | 8/15-16, 2023 | 1/23-24, 2024 |
|-----------------|-------------|---------------|----------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Much higher     | 47%         | 50%           | 44%            | 55%           | 41%           | 41%           | 53%           | 66%           | 61%           | 64%           | 70%           | 66%           | 52%           | 46%           | 26%           | 45%           | 28%           |
| Somewhat higher | 31%         | 30%           | 33%            | 24%           | 32%           | 32%           | 25%           | 14%           | 22%           | 20%           | 11%           | 16%           | 22%           | 26%           | 37%           | 35%           | 28%           |
| About the same  | 13%         | 9%            | 13%            | 11%           | 14%           | 15%           | 11%           | 12%           | 7%            | 7%            | 8%            | 7%            | 10%           | 10%           | 23%           | 12%           | 20%           |
| Somewhat lower  | 3%          | 3%            | 2%             | 3%            | 4%            | 4%            | 3%            | 1%            | 4%            | 3%            | 3%            | 4%            | 8%            | 10%           | 6%            | 3%            | 16%           |
| Much lower      | 1%          | 1%            | 1%             | 1%            | 2%            | 2%            | 1%            | 2%            | 1%            | 1%            | 1%            | 1%            | 2%            | 2%            | 1%            | 1%            | 3%            |
| Not applicable  | 3%          | 3%            | 3%             | 4%            | 3%            | 4%            | 4%            | 3%            | 3%            | 4%            | 4%            | 4%            | 4%            | 4%            | 4%            | 3%            | 3%            |
| Don't know      | 2%          | 3%            | 3%             | 3%            | 3%            | 4%            | 3%            | 1%            | 2%            | 1%            | 2%            | 2%            | 2%            | 2%            | 3%            | 1%            | 1%            |
| Higher (Net)    | 78%         | 80%           | 77%            | 79%           | 74%           | 73%           | 79%           | 80%           | 83%           | 84%           | 81%           | 83%           | 74%           | 72%           | 63%           | 80%           | 56%           |
| Lower (Net)     | 4%          | 5%            | 3%             | 4%            | 6%            | 5%            | 4%            | 4%            | 5%            | 5%            | 4%            | 5%            | 10%           | 12%           | 7%            | 4%            | 20%           |



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

e. Electricity

|                 | 7/6-7, 2021 | 7/20-21, 2021 | 8/31-9/1, 2021 | 11/9-10, 2021 | 1/4-1/5, 2022 | 1/18-19, 2022 | 2/15-16, 2022 | 3/15-16, 2022 | 4/12-13, 2022 | 5/10-11, 2022 | 6/22-23, 2022 | 7/19-20, 2022 | 8/16-17, 2022 | 9/13-14, 2022 | 6/21-22, 2023 | 8/15-16, 2023 | 1/23-24, 2024 |
|-----------------|-------------|---------------|----------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Much higher     | 13%         | 19%           | 15%            | 17%           | 17%           | 21%           | 25%           | 23%           | 21%           | 23%           | 25%           | 25%           | 27%           | 27%           | 22%           | 34%           | 27%           |
| Somewhat higher | 30%         | 32%           | 31%            | 34%           | 36%           | 34%           | 35%           | 34%           | 36%           | 35%           | 37%           | 35%           | 34%           | 35%           | 34%           | 32%           | 43%           |
| About the same  | 46%         | 37%           | 42%            | 38%           | 38%           | 36%           | 28%           | 31%           | 34%           | 32%           | 28%           | 29%           | 28%           | 27%           | 31%           | 24%           | 20%           |
| Somewhat lower  | 3%          | 3%            | 2%             | 4%            | 3%            | 2%            | 4%            | 4%            | 4%            | 2%            | 4%            | 3%            | 5%            | 2%            | 3%            | 2%            | 2%            |
| Much lower      | 1%          | 2%            | 1%             | 1%            | 1%            | 1%            | 1%            | 3%            | 1%            | 3%            | 1%            | 1%            | 1%            | 1%            | 2%            | 2%            | 1%            |
| Not applicable  | 2%          | 1%            | 2%             | 2%            | 1%            | 2%            | 3%            | 3%            | 1%            | 2%            | 3%            | 2%            | 2%            | 3%            | 3%            | 2%            | 2%            |
| Don't know      | 5%          | 5%            | 7%             | 5%            | 5%            | 3%            | 5%            | 3%            | 3%            | 3%            | 3%            | 5%            | 3%            | 5%            | 5%            | 3%            | 4%            |
| Higher (Net)    | 43%         | 52%           | 46%            | 51%           | 52%           | 55%           | 60%           | 57%           | 57%           | 58%           | 61%           | 60%           | 61%           | 62%           | 56%           | 67%           | 71%           |
| Lower (Net)     | 4%          | 4%            | 3%             | 5%            | 3%            | 4%            | 5%            | 7%            | 5%            | 5%            | 5%            | 5%            | 6%            | 3%            | 5%            | 4%            | 3%            |

f. Food at restaurants

|                 | 7/6-7, 2021 | 7/20-21, 2021 | 8/31-9/1, 2021 | 11/9-10, 2021 | 1/4-1/5, 2022 | 1/18-19, 2022 | 2/15-16, 2022 | 3/15-16, 2022 | 4/12-13, 2022 | 5/10-11, 2022 | 6/22-23, 2022 | 7/19-20, 2022 | 8/16-17, 2022 | 9/13-14, 2022 | 6/21-22, 2023 | 8/15-16, 2023 | 1/23-24, 2024 |
|-----------------|-------------|---------------|----------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Much higher     | 14%         | 20%           | 19%            | 18%           | 21%           | 27%           | 31%           | 23%           | 30%           | 29%           | 33%           | 30%           | 30%           | 30%           | 29%           | 40%           | 39%           |
| Somewhat higher | 43%         | 40%           | 40%            | 41%           | 42%           | 37%           | 39%           | 40%           | 39%           | 43%           | 37%           | 41%           | 39%           | 44%           | 41%           | 38%           | 39%           |
| About the same  | 31%         | 26%           | 26%            | 27%           | 21%           | 21%           | 18%           | 22%           | 19%           | 18%           | 17%           | 15%           | 16%           | 14%           | 15%           | 15%           | 15%           |
| Somewhat lower  | 2%          | 4%            | 3%             | 3%            | 4%            | 3%            | 2%            | 5%            | 3%            | 4%            | 3%            | 3%            | 4%            | 4%            | 4%            | 1%            | 2%            |
| Much lower      | 2%          | 2%            | 1%             | 2%            | 1%            | 3%            | 1%            | 3%            | 3%            | 2%            | 3%            | 2%            | 1%            | 2%            | 2%            | 1%            | 1%            |
| Not applicable  | 3%          | 4%            | 4%             | 4%            | 6%            | 4%            | 4%            | 5%            | 3%            | 3%            | 4%            | 4%            | 5%            | 4%            | 4%            | 2%            | 2%            |
| Don't know      | 4%          | 5%            | 7%             | 5%            | 5%            | 5%            | 5%            | 3%            | 4%            | 3%            | 4%            | 4%            | 5%            | 4%            | 3%            | 3%            | 2%            |
| Higher (Net)    | 58%         | 60%           | 59%            | 59%           | 63%           | 64%           | 70%           | 63%           | 69%           | 71%           | 69%           | 71%           | 68%           | 73%           | 71%           | 78%           | 78%           |
| Lower (Net)     | 4%          | 5%            | 4%             | 4%            | 5%            | 6%            | 4%            | 7%            | 6%            | 6%            | 6%            | 6%            | 5%            | 6%            | 7%            | 3%            | 3%            |

g. Clothing

|                 | 11/9-10, 2021 | 12/7-8, 2021 | 1/4-1/5, 2022 | 1/18-19, 2022 | 2/15-16, 2022 | 8/15-16, 2023 | 1/23-24, 2024 |
|-----------------|---------------|--------------|---------------|---------------|---------------|---------------|---------------|
| Much higher     | 12%           | 13%          | 14%           | 15%           | 17%           | 25%           | 21%           |
| Somewhat higher | 34%           | 31%          | 32%           | 33%           | 31%           | 37%           | 40%           |
| About the same  | 35%           | 36%          | 35%           | 33%           | 31%           | 27%           | 28%           |
| Somewhat lower  | 4%            | 5%           | 5%            | 4%            | 3%            | 2%            | 3%            |
| Much lower      | 2%            | 3%           | 1%            | 2%            | 1%            | 1%            | *             |
| Not applicable  | 5%            | 5%           | 5%            | 5%            | 6%            | 4%            | 4%            |
| Don't know      | 8%            | 7%           | 8%            | 7%            | 11%           | 3%            | 3%            |
| Higher (Net)    | 46%           | 44%          | 46%           | 48%           | 48%           | 62%           | 62%           |
| Lower (Net)     | 6%            | 8%           | 6%            | 6%            | 4%            | 3%            | 4%            |



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

h. Entertainment

|                     | 11/9-10, 2021 | 12/7-8, 2021 | 1/4-1/5, 2022 | 1/18-19, 2022 | 2/15-16, 2022 | 8/15-16, 2023 | 1/23-24, 2024 |
|---------------------|---------------|--------------|---------------|---------------|---------------|---------------|---------------|
| Much higher         | 15%           | 14%          | 14%           | 16%           | 17%           | 25%           | 26%           |
| Somewhat higher     | 25%           | 28%          | 28%           | 26%           | 28%           | 33%           | 34%           |
| About the same      | 35%           | 31%          | 33%           | 31%           | 29%           | 27%           | 26%           |
| Somewhat lower      | 4%            | 5%           | 3%            | 4%            | 3%            | 2%            | 2%            |
| Much lower          | 2%            | 3%           | 2%            | 3%            | 1%            | 1%            | 1%            |
| Not applicable      | 10%           | 11%          | 10%           | 10%           | 9%            | 8%            | 6%            |
| Don't know          | 9%            | 9%           | 10%           | 10%           | 12%           | 4%            | 4%            |
| <b>Higher (Net)</b> | <b>41%</b>    | <b>41%</b>   | <b>42%</b>    | <b>42%</b>    | <b>45%</b>    | <b>58%</b>    | <b>61%</b>    |
| <b>Lower (Net)</b>  | <b>6%</b>     | <b>7%</b>    | <b>5%</b>     | <b>7%</b>     | <b>5%</b>     | <b>4%</b>     | <b>3%</b>     |

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

|                     | 11/9-10, 2021 | 1/4-1/5, 2022 | 1/18-19, 2022 | 2/15-16, 2022 | 3/15-16, 2022 | 4/12-13, 2022 | 5/10-11, 2022 | 6/22-23, 2022 | 7/19-20, 2022 | 8/16-17, 2022 | 9/13-14, 2022 | 6/21-22, 2023 | 8/15-16, 2023 | 1/23-24, 2024 |
|---------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Much higher         | 19%           | 18%           | 23%           | 29%           | 24%           | 22%           | 23%           | 27%           | 24%           | 29%           | 26%           | 23%           | 32%           | 31%           |
| Somewhat higher     | 31%           | 35%           | 36%           | 35%           | 34%           | 36%           | 36%           | 38%           | 36%           | 36%           | 38%           | 39%           | 38%           | 39%           |
| About the same      | 41%           | 39%           | 31%           | 27%           | 31%           | 34%           | 30%           | 26%           | 31%           | 26%           | 27%           | 29%           | 22%           | 23%           |
| Somewhat lower      | 2%            | 4%            | 4%            | 3%            | 7%            | 4%            | 5%            | 5%            | 2%            | 4%            | 3%            | 3%            | 2%            | 2%            |
| Much lower          | 1%            | 1%            | 2%            | 1%            | 2%            | 2%            | 2%            | 1%            | 1%            | 2%            | 2%            | 1%            | 1%            | 1%            |
| Not applicable      | 3%            | 1%            | 2%            | 2%            | 2%            | 1%            | 2%            | 1%            | 3%            | 1%            | 2%            | 2%            | 2%            | 2%            |
| Don't know          | 4%            | 3%            | 2%            | 3%            | 1%            | 2%            | 2%            | 2%            | 3%            | 2%            | 2%            | 3%            | 3%            | 1%            |
| <b>Higher (Net)</b> | <b>49%</b>    | <b>53%</b>    | <b>58%</b>    | <b>64%</b>    | <b>57%</b>    | <b>58%</b>    | <b>60%</b>    | <b>65%</b>    | <b>60%</b>    | <b>65%</b>    | <b>64%</b>    | <b>62%</b>    | <b>70%</b>    | <b>70%</b>    |
| <b>Lower (Net)</b>  | <b>3%</b>     | <b>5%</b>     | <b>6%</b>     | <b>4%</b>     | <b>9%</b>     | <b>6%</b>     | <b>7%</b>     | <b>6%</b>     | <b>3%</b>     | <b>6%</b>     | <b>5%</b>     | <b>4%</b>     | <b>3%</b>     | <b>3%</b>     |

j. Dairy (milk, eggs, yogurt, cheese, etc.)

|                     | 1/4-1/5, 2022 | 1/18-19, 2022 | 2/15-16, 2022 | 3/15-16, 2022 | 4/12-13, 2022 | 5/10-11, 2022 | 6/22-23, 2022 | 7/19-20, 2022 | 8/16-17, 2022 | 9/13-14, 2022 | 1/23-24, 2024 |
|---------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Much higher         | 24%           | 28%           | 32%           | 27%           | 30%           | 34%           | 38%           | 36%           | 38%           | 32%           | 28%           |
| Somewhat higher     | 42%           | 41%           | 38%           | 44%           | 43%           | 42%           | 38%           | 41%           | 38%           | 43%           | 46%           |
| About the same      | 26%           | 21%           | 19%           | 20%           | 17%           | 19%           | 15%           | 16%           | 16%           | 16%           | 19%           |
| Somewhat lower      | 2%            | 3%            | 3%            | 5%            | 5%            | 3%            | 4%            | 3%            | 4%            | 3%            | 4%            |
| Much lower          | 2%            | 2%            | 1%            | 2%            | 1%            | 1%            | 1%            | 1%            | 1%            | 1%            | 1%            |
| Not applicable      | 1%            | 3%            | 2%            | 1%            | 1%            | 1%            | 2%            | 1%            | 1%            | 2%            | 1%            |
| Don't know          | 4%            | 2%            | 4%            | 2%            | 3%            | 1%            | 2%            | 2%            | 3%            | 3%            | 1%            |
| <b>Higher (Net)</b> | <b>66%</b>    | <b>69%</b>    | <b>70%</b>    | <b>70%</b>    | <b>73%</b>    | <b>75%</b>    | <b>76%</b>    | <b>77%</b>    | <b>76%</b>    | <b>75%</b>    | <b>74%</b>    |
| <b>Lower (Net)</b>  | <b>3%</b>     | <b>5%</b>     | <b>4%</b>     | <b>7%</b>     | <b>6%</b>     | <b>4%</b>     | <b>5%</b>     | <b>4%</b>     | <b>5%</b>     | <b>4%</b>     | <b>5%</b>     |



## PUBLIC POLL FINDINGS AND METHODOLOGY

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

k. Prescription medications

|                     | <b>1/23-24,<br/>2024</b> |
|---------------------|--------------------------|
| Much higher         | 17%                      |
| Somewhat higher     | 26%                      |
| About the same      | 39%                      |
| Somewhat lower      | 2%                       |
| Much lower          | 2%                       |
| Not applicable      | 8%                       |
| Don't know          | 6%                       |
| <i>Higher (Net)</i> | <b>43%</b>               |
| <i>Lower (Net)</i>  | <b>4%</b>                |

l. Over-the-counter medications

|                     | <b>1/23-24,<br/>2024</b> |
|---------------------|--------------------------|
| Much higher         | 19%                      |
| Somewhat higher     | 34%                      |
| About the same      | 35%                      |
| Somewhat lower      | 2%                       |
| Much lower          | 1%                       |
| Not applicable      | 4%                       |
| Don't know          | 5%                       |
| <i>Higher (Net)</i> | <b>53%</b>               |
| <i>Lower (Net)</i>  | <b>3%</b>                |

7. When do you expect prices of the goods and services you're buying now to go back down?

|   | <b>6/7-8,<br/>2022</b> | <b>7/19-20,<br/>2022</b> | <b>8/16-17,<br/>2022</b> | <b>8/30-31,<br/>2022</b> | <b>8/29-30,<br/>2023</b> | <b>1/23-24,<br/>2024</b> |
|---|------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| In one month  | 3%                     | 2%                       | 3%                       | 2%                       | 3%                       | 3%                       |
| In two to five months   | 6%                     | 12%                      | 10%                      | 9%                       | 8%                       | 7%                       |
| In six months to a year                                       | 19%                    | 22%                      | 17%                      | 18%                      | 13%                      | 15%                      |
| In more than a year   | 22%                    | 20%                      | 19%                      | 22%                      | 21%                      | 15%                      |
| They won't go back down                                       | 29%                    | 26%                      | 31%                      | 31%                      | 40%                      | 41%                      |
| The prices of the goods and services I buy have not increased | 2%                     | 1%                       | 1%                       | 1%                       | 2%                       | 1%                       |
| Don't know  | 19%                    | 17%                      | 19%                      | 17%                      | 13%                      | 17%                      |





## PUBLIC POLL FINDINGS AND METHODOLOGY

### 8. 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 | 1/23-24, 2024 |
|---------------------------|--------------|---------------|-------------|---------------|---------------|-------------|---------------|---------------|---------------|---------------|----------------|----------------|--------------|--------------|---------------|
| Very familiar             | 17%          | 21%           | 21%         | 20%           | 19%           | 20%         | 25%           | 20%           | 21%           | 21%           | 22%            | 17%            | 21%          | 20%          | 19%           |
| Somewhat familiar         | 48%          | 47%           | 52%         | 48%           | 45%           | 52%         | 43%           | 49%           | 48%           | 50%           | 47%            | 49%            | 47%          | 52%          | 47%           |
| Not very familiar         | 24%          | 19%           | 18%         | 20%           | 25%           | 17%         | 24%           | 20%           | 19%           | 19%           | 18%            | 20%            | 21%          | 17%          | 22%           |
| Not at all familiar       | 9%           | 7%            | 7%          | 8%            | 10%           | 8%          | 7%            | 9%            | 9%            | 9%            | 10%            | 10%            | 9%           | 9%           | 10%           |
| Don't know                | 3%           | 5%            | 1%          | 3%            | 1%            | 3%          | 2%            | 2%            | 2%            | 2%            | 4%             | 3%             | 2%           | 3%           | 2%            |
| <i>Familiar (Net)</i>     | 65%          | 69%           | 73%         | 69%           | 64%           | 71%         | 68%           | 69%           | 70%           | 71%           | 68%            | 67%            | 68%          | 72%          | 66%           |
| <i>Not familiar (Net)</i> | 32%          | 26%           | 26%         | 28%           | 35%           | 25%         | 31%           | 29%           | 28%           | 27%           | 28%            | 30%            | 31%          | 25%          | 32%           |

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

#### Total Agree Summary

|  | 12/5-6, 2023 | 1/23-24, 2024 |
|--|--------------|---------------|
| I expect to use AI tools more in the future  | N/A          | 57%           |
| I think AI tools are easy to use   | N/A          | 48%           |
| I trust artificial intelligence to not discriminate or show bias towards any group of people | 43%          | 43%           |
| I understand how AI tools are developed  | N/A          | 41%           |
| I trust people not to discriminate or show bias towards any group of people                  | N/A          | 38%           |
| I regularly use AI tools   | N/A          | 33%           |
| <b>[IF EMPLOYED]</b> I have been offered training in AI uses at my job                       | N/A          | 30%           |

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

|                       | 12/5-6, 2023 | 1/23-24, 2024 |
|-----------------------|--------------|---------------|
| Strongly agree        | 16%          | 15%           |
| Somewhat agree        | 27%          | 27%           |
| Somewhat disagree     | 22%          | 22%           |
| Strongly disagree     | 18%          | 22%           |
| Don't know            | 17%          | 14%           |
| <i>Agree (Net)</i>    | 43%          | 43%           |
| <i>Disagree (Net)</i> | 40%          | 44%           |



## PUBLIC POLL FINDINGS AND METHODOLOGY

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

b. I trust people not to discriminate or show bias towards any group of people

|                       | <b>1/23-24,<br/>2024</b> |
|-----------------------|--------------------------|
| Strongly agree        | 11%                      |
| Somewhat agree        | 27%                      |
| Somewhat agree        | 30%                      |
| Strongly agree        | 26%                      |
| Don't know            | 7%                       |
| <i>Agree (Net)</i>    | <i>38%</i>               |
| <i>Disagree (Net)</i> | <i>55%</i>               |

c. I regularly use AI tools

|                       | <b>1/23-24,<br/>2024</b> |
|-----------------------|--------------------------|
| Strongly agree        | 9%                       |
| Somewhat agree        | 24%                      |
| Somewhat agree        | 23%                      |
| Strongly agree        | 38%                      |
| Don't know            | 7%                       |
| <i>Agree (Net)</i>    | <i>33%</i>               |
| <i>Disagree (Net)</i> | <i>60%</i>               |

d. I expect to use AI tools more in the future

|                       | <b>1/23-24,<br/>2024</b> |
|-----------------------|--------------------------|
| Strongly agree        | 21%                      |
| Somewhat agree        | 36%                      |
| Somewhat agree        | 17%                      |
| Strongly agree        | 15%                      |
| Don't know            | 11%                      |
| <i>Agree (Net)</i>    | <i>57%</i>               |
| <i>Disagree (Net)</i> | <i>31%</i>               |

e. **[IF EMPLOYED]** I have been offered training in AI uses at my job

|                       | <b>1/23-24,<br/>2024<br/>(N=551)</b> |
|-----------------------|--------------------------------------|
| Strongly agree        | 13%                                  |
| Somewhat agree        | 17%                                  |
| Somewhat agree        | 21%                                  |
| Strongly agree        | 45%                                  |
| Don't know            | 4%                                   |
| <i>Agree (Net)</i>    | <i>30%</i>                           |
| <i>Disagree (Net)</i> | <i>66%</i>                           |



## PUBLIC POLL FINDINGS AND METHODOLOGY

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

f. I think AI tools are easy to use

|                       | <b>1/23-24,<br/>2024</b> |
|-----------------------|--------------------------|
| Strongly agree        | 12%                      |
| Somewhat agree        | 36%                      |
| Somewhat agree        | 21%                      |
| Strongly agree        | 13%                      |
| Don't know            | 18%                      |
| <b>Agree (Net)</b>    | <b>48%</b>               |
| <b>Disagree (Net)</b> | <b>34%</b>               |

g. I understand how AI tools are developed

|                       | <b>1/23-24,<br/>2024</b> |
|-----------------------|--------------------------|
| Strongly agree        | 10%                      |
| Somewhat agree        | 31%                      |
| Somewhat agree        | 26%                      |
| Strongly agree        | 22%                      |
| Don't know            | 11%                      |
| <b>Agree (Net)</b>    | <b>41%</b>               |
| <b>Disagree (Net)</b> | <b>48%</b>               |





# PUBLIC POLL FINDINGS AND METHODOLOGY

10. When thinking about possible uses for AI, how worried, if at all, are you about each of the following?

*Worried Summary Table*

|   | <b>4/25-26,<br/>2023</b> | <b>6/6-7,<br/>2023</b> | <b>1/23-24,<br/>2024</b> |
|---|--------------------------|------------------------|--------------------------|
| AI being used to impersonate an individual to gain unauthorized information | N/A                      | 80%                    | 79%                      |
| Owners of AI tools will share your private data                             | 72%                      | 75%                    | 74%                      |
| Being able to reach a human being instead of interacting with AI            | 72%                      | N/A                    | 74%                      |
| Inability to distinguish what is produced by AI vs. produced by humans      | 71%                      | 76%                    | 73%                      |
| AI will spread more misinformation online                                   | 70%                      | 74%                    | 72%                      |
| AI will be misused in policing and law enforcement                          | N/A                      | N/A                    | 67%                      |
| AI will be used by companies in their hiring decisions                      | N/A                      | N/A                    | 62%                      |
| Too <u>little</u> federal government oversight in the application of AI     | N/A                      | N/A                    | 59%                      |
| That output or outcome will not be clear and easy to understand             | 60%                      | 61%                    | 58%                      |
| AI generated content will lead to more bullying and harassment online       | N/A                      | 58%                    | 55%                      |
| Too <u>much</u> federal government oversight in the application of AI       | N/A                      | N/A                    | 46%                      |
| The risk of extinction for humans from the use of AI                        | N/A                      | 46%                    | 45%                      |

a. AI will be misused in policing and law enforcement

|                          | <b>1/23-24,<br/>2024</b> |
|--------------------------|--------------------------|
| Very worried             | 27%                      |
| Somewhat worried         | 40%                      |
| Not so worried           | 18%                      |
| Not at all worried       | 5%                       |
| Don't know               | 10%                      |
| <b>Worried (Net)</b>     | <b>67%</b>               |
| <b>Not worried (Net)</b> | <b>23%</b>               |

b. AI will be used by companies in their hiring decisions

|                          | <b>1/23-24,<br/>2024</b> |
|--------------------------|--------------------------|
| Very worried             | 23%                      |
| Somewhat worried         | 38%                      |
| Not so worried           | 21%                      |
| Not at all worried       | 6%                       |
| Don't know               | 12%                      |
| <b>Worried (Net)</b>     | <b>62%</b>               |
| <b>Not worried (Net)</b> | <b>27%</b>               |





## PUBLIC POLL FINDINGS AND METHODOLOGY

10. When thinking about possible uses for AI, how worried, if at all, are you about each of the following? (*Continued*)

c. That output or outcome will not be clear and easy to understand

|                          | <b>4/25-26,<br/>2023</b> | <b>6/6-7,<br/>2023</b> | <b>1/23-24,<br/>2024</b> |
|--------------------------|--------------------------|------------------------|--------------------------|
| Very worried             | 19%                      | 25%                    | 19%                      |
| Somewhat worried         | 40%                      | 36%                    | 39%                      |
| Not so worried           | 22%                      | 20%                    | 23%                      |
| Not at all worried       | 7%                       | 8%                     | 7%                       |
| Don't know               | 11%                      | 11%                    | 12%                      |
| <i>Worried (Net)</i>     | <i>60%</i>               | <i>61%</i>             | <i>58%</i>               |
| <i>Not worried (Net)</i> | <i>29%</i>               | <i>28%</i>             | <i>30%</i>               |

d. Owners of AI tools will share your private data

|                          | <b>4/25-26,<br/>2023</b> | <b>6/6-7,<br/>2023</b> | <b>1/23-24,<br/>2024</b> |
|--------------------------|--------------------------|------------------------|--------------------------|
| Very worried             | 31%                      | 38%                    | 33%                      |
| Somewhat worried         | 41%                      | 37%                    | 41%                      |
| Not so worried           | 12%                      | 13%                    | 12%                      |
| Not at all worried       | 5%                       | 4%                     | 6%                       |
| Don't know               | 11%                      | 9%                     | 8%                       |
| <i>Worried (Net)</i>     | <i>72%</i>               | <i>75%</i>             | <i>74%</i>               |
| <i>Not worried (Net)</i> | <i>17%</i>               | <i>17%</i>             | <i>18%</i>               |

e. Inability to distinguish what is produced by AI vs. produced by humans

|                          | <b>4/25-26,<br/>2023</b> | <b>6/6-7,<br/>2023</b> | <b>1/23-24,<br/>2024</b> |
|--------------------------|--------------------------|------------------------|--------------------------|
| Very worried             | 31%                      | 41%                    | 38%                      |
| Somewhat worried         | 40%                      | 35%                    | 35%                      |
| Not so worried           | 16%                      | 13%                    | 15%                      |
| Not at all worried       | 6%                       | 5%                     | 6%                       |
| Don't know               | 8%                       | 5%                     | 6%                       |
| <i>Worried (Net)</i>     | <i>71%</i>               | <i>76%</i>             | <i>73%</i>               |
| <i>Not worried (Net)</i> | <i>21%</i>               | <i>19%</i>             | <i>21%</i>               |

f. AI will spread more misinformation online

|                          | <b>4/25-26,<br/>2023</b> | <b>6/6-7,<br/>2023</b> | <b>1/23-24,<br/>2024</b> |
|--------------------------|--------------------------|------------------------|--------------------------|
| Very worried             | 34%                      | 41%                    | 35%                      |
| Somewhat worried         | 36%                      | 32%                    | 37%                      |
| Not so worried           | 14%                      | 15%                    | 13%                      |
| Not at all worried       | 5%                       | 4%                     | 6%                       |
| Don't know               | 11%                      | 7%                     | 10%                      |
| <i>Worried (Net)</i>     | <i>70%</i>               | <i>74%</i>             | <i>72%</i>               |
| <i>Not worried (Net)</i> | <i>19%</i>               | <i>19%</i>             | <i>19%</i>               |



## PUBLIC POLL FINDINGS AND METHODOLOGY

10. When thinking about possible uses for AI, how worried, if at all, are you about each of the following? (*Continued*)

g. AI being used to impersonate an individual to gain unauthorized information

|                          | <b>6/6-7,<br/>2023</b> | <b>1/23-24,<br/>2024</b> |
|--------------------------|------------------------|--------------------------|
| Very worried             | 46%                    | 45%                      |
| Somewhat worried         | 33%                    | 34%                      |
| Not so worried           | 10%                    | 11%                      |
| Not at all worried       | 5%                     | 3%                       |
| Don't know               | 5%                     | 6%                       |
| <i>Worried (Net)</i>     | <i>80%</i>             | <i>79%</i>               |
| <i>Not worried (Net)</i> | <i>15%</i>             | <i>14%</i>               |

h. AI generated content will lead to more bullying and harassment online

|                          | <b>6/6-7,<br/>2023</b> | <b>1/23-24,<br/>2024</b> |
|--------------------------|------------------------|--------------------------|
| Very worried             | 23%                    | 20%                      |
| Somewhat worried         | 35%                    | 34%                      |
| Not so worried           | 20%                    | 21%                      |
| Not at all worried       | 12%                    | 10%                      |
| Don't know               | 10%                    | 14%                      |
| <i>Worried (Net)</i>     | <i>58%</i>             | <i>55%</i>               |
| <i>Not worried (Net)</i> | <i>33%</i>             | <i>31%</i>               |

i. The risk of extinction for humans from the use of AI

|                          | <b>6/6-7,<br/>2023</b> | <b>1/23-24,<br/>2024</b> |
|--------------------------|------------------------|--------------------------|
| Very worried             | 22%                    | 18%                      |
| Somewhat worried         | 25%                    | 27%                      |
| Not so worried           | 27%                    | 26%                      |
| Not at all worried       | 18%                    | 20%                      |
| Don't know               | 8%                     | 9%                       |
| <i>Worried (Net)</i>     | <i>46%</i>             | <i>45%</i>               |
| <i>Not worried (Net)</i> | <i>45%</i>             | <i>46%</i>               |

j. Being able to reach a human being instead of interacting with AI

|                          | <b>4/25-26,<br/>2023</b> | <b>1/23-24,<br/>2024</b> |
|--------------------------|--------------------------|--------------------------|
| Very worried             | 36%                      | 34%                      |
| Somewhat worried         | 36%                      | 40%                      |
| Not so worried           | 14%                      | 13%                      |
| Not at all worried       | 5%                       | 5%                       |
| Don't know               | 8%                       | 7%                       |
| <i>Worried (Net)</i>     | <i>72%</i>               | <i>74%</i>               |
| <i>Not worried (Net)</i> | <i>20%</i>               | <i>18%</i>               |



## PUBLIC POLL FINDINGS AND METHODOLOGY

10. When thinking about possible uses for AI, how worried, if at all, are you about each of the following? (*Continued*)

k. Too much federal government oversight in the application of AI

|                          | <b>1/23-24,<br/>2024</b> |
|--------------------------|--------------------------|
| Very worried             | 18%                      |
| Somewhat worried         | 28%                      |
| Not so worried           | 25%                      |
| Not at all worried       | 15%                      |
| Don't know               | 14%                      |
| <i>Worried (Net)</i>     | <b>46%</b>               |
| <i>Not worried (Net)</i> | <b>40%</b>               |

i. Too little federal government oversight in the application of AI

|                          | <b>1/23-24,<br/>2024</b> |
|--------------------------|--------------------------|
| Very worried             | 24%                      |
| Somewhat worried         | 35%                      |
| Not so worried           | 21%                      |
| Not at all worried       | 8%                       |
| Don't know               | 12%                      |
| <i>Worried (Net)</i>     | <b>59%</b>               |
| <i>Not worried (Net)</i> | <b>29%</b>               |

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

### *Total Agree Summary*

|  | <b>1/23-24,<br/>2024</b> |
|--|--------------------------|
| I am hopeful for my future                           | 80%                      |
| The world today is changing too fast                 | 75%                      |
| I tend to buy brands that reflect my personal values | 69%                      |
| My religion or faith is very important to me         | 64%                      |
| Being a fan of sports is very important to me        | 49%                      |

a. The world today is changing too fast

|                       | <b>1/23-24,<br/>2024</b> |
|-----------------------|--------------------------|
| Strongly agree        | 33%                      |
| Somewhat agree        | 42%                      |
| Somewhat agree        | 15%                      |
| Strongly agree        | 5%                       |
| Don't know            | 4%                       |
| <i>Agree (Net)</i>    | <b>75%</b>               |
| <i>Disagree (Net)</i> | <b>21%</b>               |



## PUBLIC POLL FINDINGS AND METHODOLOGY

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

b. Being a fan of sports is very important to me

|                       | <b>1/23-24,<br/>2024</b> |
|-----------------------|--------------------------|
| Strongly agree        | 21%                      |
| Somewhat agree        | 28%                      |
| Somewhat agree        | 20%                      |
| Strongly agree        | 29%                      |
| Don't know            | 2%                       |
| <i>Agree (Net)</i>    | <i>49%</i>               |
| <i>Disagree (Net)</i> | <i>49%</i>               |

c. My religion or faith is very important to me

|                       | <b>1/23-24,<br/>2024</b> |
|-----------------------|--------------------------|
| Strongly agree        | 36%                      |
| Somewhat agree        | 27%                      |
| Somewhat agree        | 14%                      |
| Strongly agree        | 20%                      |
| Don't know            | 3%                       |
| <i>Agree (Net)</i>    | <i>64%</i>               |
| <i>Disagree (Net)</i> | <i>33%</i>               |

d. I am hopeful for my future

|                       | <b>1/23-24,<br/>2024</b> |
|-----------------------|--------------------------|
| Strongly agree        | 33%                      |
| Somewhat agree        | 47%                      |
| Somewhat agree        | 11%                      |
| Strongly agree        | 5%                       |
| Don't know            | 4%                       |
| <i>Agree (Net)</i>    | <i>80%</i>               |
| <i>Disagree (Net)</i> | <i>17%</i>               |

e. I tend to buy brands that reflect my personal values

|                       | <b>1/23-24,<br/>2024</b> |
|-----------------------|--------------------------|
| Strongly agree        | 19%                      |
| Somewhat agree        | 50%                      |
| Somewhat agree        | 18%                      |
| Strongly agree        | 8%                       |
| Don't know            | 5%                       |
| <i>Agree (Net)</i>    | <i>69%</i>               |
| <i>Disagree (Net)</i> | <i>26%</i>               |





## PUBLIC POLL FINDINGS AND METHODOLOGY

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

### Total Familiar Summary

|  | <b>1/23-24,<br/>2024</b> |
|--|--------------------------|
| Donald Trump winning the Iowa caucuses   | 60%                      |
| Ron DeSantis dropping out of the Republican presidential primary   | 60%                      |
| A hole blowing open in the plane during an Alaska Airlines flight on a Boeing 737 Max-9                              | 56%                      |
| Football coaches Bill Belichick and Nick Saban leaving their long-time teams   | 48%                      |
| Ongoing attacks on ships in the Red Sea  | 48%                      |
| The U.S. Secretary of Defense being hospitalized without top Pentagon officials and the White House being made aware | 47%                      |
| University of Michigan winning the College Football Playoff  | 42%                      |
| The Princess of Wales undergoing abdominal surgery   | 36%                      |
| “Succession” and “The Bear” taking top awards at the Emmys   | 26%                      |
| “The Bear” actor Jeremy Allen White modeling in a new Calvin Klein ad campaign                                       | 20%                      |

a. A hole blowing open in the plane during an Alaska Airlines flight on a Boeing 737 Max-9

|                            | <b>1/23-24,<br/>2024</b> |
|----------------------------|--------------------------|
| Very familiar              | 32%                      |
| Somewhat familiar          | 24%                      |
| Heard of it, but that’s it | 19%                      |
| Never heard of it          | 25%                      |
| <b>Familiar (Net)</b>      | <b>56%</b>               |
| <b>Not Familiar (Net)</b>  | <b>44%</b>               |

b. University of Michigan winning the College Football Playoff

|                            | <b>1/23-24,<br/>2024</b> |
|----------------------------|--------------------------|
| Very familiar              | 24%                      |
| Somewhat familiar          | 19%                      |
| Heard of it, but that’s it | 17%                      |
| Never heard of it          | 40%                      |
| <b>Familiar (Net)</b>      | <b>42%</b>               |
| <b>Not Familiar (Net)</b>  | <b>58%</b>               |



## PUBLIC POLL FINDINGS AND METHODOLOGY

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

c. Football coaches Bill Belichick and Nick Saban leaving their long-time teams

|                            | <b>1/23-24,<br/>2024</b> |
|----------------------------|--------------------------|
| Very familiar              | 26%                      |
| Somewhat familiar          | 22%                      |
| Heard of it, but that's it | 19%                      |
| Never heard of it          | 32%                      |
| <i>Familiar (Net)</i>      | <b>48%</b>               |
| <i>Not Familiar (Net)</i>  | <b>52%</b>               |

d. Donald Trump winning the Iowa caucuses

|                            | <b>1/23-24,<br/>2024</b> |
|----------------------------|--------------------------|
| Very familiar              | 36%                      |
| Somewhat familiar          | 24%                      |
| Heard of it, but that's it | 20%                      |
| Never heard of it          | 20%                      |
| <i>Familiar (Net)</i>      | <b>60%</b>               |
| <i>Not Familiar (Net)</i>  | <b>40%</b>               |

e. Ongoing attacks on ships in the Red Sea

|                            | <b>1/23-24,<br/>2024</b> |
|----------------------------|--------------------------|
| Very familiar              | 20%                      |
| Somewhat familiar          | 28%                      |
| Heard of it, but that's it | 21%                      |
| Never heard of it          | 31%                      |
| <i>Familiar (Net)</i>      | <b>48%</b>               |
| <i>Not Familiar (Net)</i>  | <b>52%</b>               |

f. "Succession" and "The Bear" taking top awards at the Emmys

|                            | <b>1/23-24,<br/>2024</b> |
|----------------------------|--------------------------|
| Very familiar              | 10%                      |
| Somewhat familiar          | 16%                      |
| Heard of it, but that's it | 21%                      |
| Never heard of it          | 53%                      |
| <i>Familiar (Net)</i>      | <b>26%</b>               |
| <i>Not Familiar (Net)</i>  | <b>74%</b>               |



## PUBLIC POLL FINDINGS AND METHODOLOGY

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

g. “The Bear” actor Jeremy Allen White modeling in a new Calvin Klein ad campaign

|                            | <b>1/23-24,<br/>2024</b> |
|----------------------------|--------------------------|
| Very familiar              | 10%                      |
| Somewhat familiar          | 10%                      |
| Heard of it, but that’s it | 13%                      |
| Never heard of it          | 67%                      |
| <i>Familiar (Net)</i>      | <i>20%</i>               |
| <i>Not Familiar (Net)</i>  | <i>80%</i>               |

h. The U.S. Secretary of Defense being hospitalized without top Pentagon officials and the White House being made aware

|                            | <b>1/23-24,<br/>2024</b> |
|----------------------------|--------------------------|
| Very familiar              | 26%                      |
| Somewhat familiar          | 22%                      |
| Heard of it, but that’s it | 14%                      |
| Never heard of it          | 39%                      |
| <i>Familiar (Net)</i>      | <i>47%</i>               |
| <i>Not Familiar (Net)</i>  | <i>53%</i>               |

i. The Princess of Wales undergoing abdominal surgery

|                            | <b>1/23-24,<br/>2024</b> |
|----------------------------|--------------------------|
| Very familiar              | 13%                      |
| Somewhat familiar          | 23%                      |
| Heard of it, but that’s it | 18%                      |
| Never heard of it          | 45%                      |
| <i>Familiar (Net)</i>      | <i>36%</i>               |
| <i>Not Familiar (Net)</i>  | <i>64%</i>               |

j. Ron DeSantis dropping out of the Republican presidential primary

|                            | <b>1/23-24,<br/>2024</b> |
|----------------------------|--------------------------|
| Very familiar              | 38%                      |
| Somewhat familiar          | 22%                      |
| Heard of it, but that’s it | 17%                      |
| Never heard of it          | 23%                      |
| <i>Familiar (Net)</i>      | <i>60%</i>               |
| <i>Not Familiar (Net)</i>  | <i>40%</i>               |



## PUBLIC POLL FINDINGS AND METHODOLOGY

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

- a. A hole blowing open in the plane during an Alaska Airlines flight on a Boeing 737 Max-9

|                     | <b>1/23-24,<br/>2024</b> |
|---------------------|--------------------------|
| I care a lot        | 42%                      |
| I care a little     | 37%                      |
| I don't care at all | 16%                      |
| Don't know          | 6%                       |

- b. University of Michigan winning the College Football Playoff

|                     | <b>1/23-24,<br/>2024</b> |
|---------------------|--------------------------|
| I care a lot        | 14%                      |
| I care a little     | 25%                      |
| I don't care at all | 56%                      |
| Don't know          | 5%                       |

- c. Football coaches Bill Belichick and Nick Saban leaving their long-time teams

|                     | <b>1/23-24,<br/>2024</b> |
|---------------------|--------------------------|
| I care a lot        | 10%                      |
| I care a little     | 27%                      |
| I don't care at all | 56%                      |
| Don't know          | 7%                       |

- d. Donald Trump winning the Iowa caucuses

|                     | <b>1/23-24,<br/>2024</b> |
|---------------------|--------------------------|
| I care a lot        | 34%                      |
| I care a little     | 27%                      |
| I don't care at all | 34%                      |
| Don't know          | 5%                       |

- e. Ongoing attacks on ships in the Red Sea

|                     | <b>1/23-24,<br/>2024</b> |
|---------------------|--------------------------|
| I care a lot        | 40%                      |
| I care a little     | 34%                      |
| I don't care at all | 17%                      |
| Don't know          | 9%                       |





## PUBLIC POLL FINDINGS AND METHODOLOGY

13. As you may know, the following topics were in the news recently. Regardless of how familiar you may be with them, how much, if at all, do you care about them? (Continued)

f. “Succession” and “The Bear” taking top awards at the Emmys

|                     | <b>1/23-24,<br/>2024</b> |
|---------------------|--------------------------|
| I care a lot        | 6%                       |
| I care a little     | 18%                      |
| I don't care at all | 68%                      |
| Don't know          | 9%                       |

g. “The Bear” actor Jeremy Allen White modeling in a new Calvin Klein ad campaign

|                     | <b>1/23-24,<br/>2024</b> |
|---------------------|--------------------------|
| I care a lot        | 4%                       |
| I care a little     | 16%                      |
| I don't care at all | 72%                      |
| Don't know          | 8%                       |

h. The U.S. Secretary of Defense being hospitalized without top Pentagon officials and the White House being made aware

|                     | <b>1/23-24,<br/>2024</b> |
|---------------------|--------------------------|
| I care a lot        | 20%                      |
| I care a little     | 38%                      |
| I don't care at all | 33%                      |
| Don't know          | 9%                       |

i. The Princess of Wales undergoing abdominal surgery

|                     | <b>1/23-24,<br/>2024</b> |
|---------------------|--------------------------|
| I care a lot        | 8%                       |
| I care a little     | 31%                      |
| I don't care at all | 55%                      |
| Don't know          | 6%                       |

j. Ron DeSantis dropping out of the Republican presidential primary

|                     | <b>1/23-24,<br/>2024</b> |
|---------------------|--------------------------|
| I care a lot        | 21%                      |
| I care a little     | 32%                      |
| I don't care at all | 42%                      |
| Don't know          | 6%                       |



## PUBLIC POLL FINDINGS AND METHODOLOGY

14. How closely, if at all, have you been following the 2024 presidential race?

|                          | <b>1/23-24,<br/>2024</b> |
|--------------------------|--------------------------|
| Very closely             | 21%                      |
| Somewhat closely         | 39%                      |
| Not very closely         | 24%                      |
| Not at all closely       | 16%                      |
| <i>Closely (Net)</i>     | <i>59%</i>               |
| <i>Not Closely (Net)</i> | <i>41%</i>               |

15. In the past three months, have you stopped using products or services from a company because of the following?

### Total Yes Summary

|  | <b>1/23-24,<br/>2024</b> |
|--|--------------------------|
| The company's stance on a particular issue           | 23%                      |
| The company's political leanings                     | 21%                      |
| Publicized protests and boycotts against the company | 15%                      |

a. The company's political leanings

|            | <b>1/23-24,<br/>2024</b> |
|------------|--------------------------|
| Yes        | 21%                      |
| No         | 67%                      |
| Don't know | 12%                      |

b. Publicized protests and boycotts against the company

|            | <b>1/23-24,<br/>2024</b> |
|------------|--------------------------|
| Yes        | 15%                      |
| No         | 73%                      |
| Don't know | 12%                      |

c. The company's stance on a particular issue

|            | <b>1/23-24,<br/>2024</b> |
|------------|--------------------------|
| Yes        | 23%                      |
| No         | 66%                      |
| Don't know | 10%                      |



## PUBLIC POLL FINDINGS AND METHODOLOGY

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

#### Total Agree Summary

|   | 7/21-22,<br>2020 | 8/18-19,<br>2020 | 9/1-2,<br>2020 | 6/22-23,<br>2021 | 6/7-8,<br>2022 | 6/22-23,<br>2022 | 6/6-7,<br>2023 | 1/23-24,<br>2024 |
|---|------------------|------------------|----------------|------------------|----------------|------------------|----------------|------------------|
| If a corporation takes a stand on an issue, they should stick by their decision, even if it makes some consumers angry                          | N/A              | N/A              | N/A            | N/A              | N/A            | N/A              | 53%            | 48%              |
| It is appropriate for any brand to take a stance on racial justice  | N/A              | N/A              | N/A            | 44%              | 41%            | N/A              | 43%            | 45%              |
| If a corporation takes a stand on a <b>social</b> issue that I don't agree with, I'm less likely to buy their products or use their services    | N/A              | N/A              | N/A            | 52%              | (N=558)<br>42% | N/A              | (N=554)<br>52% | 44%              |
| If a corporation takes a stand on a <b>political</b> issue that I don't agree with, I'm less likely to buy their products or use their services | N/A              | N/A              | N/A            | 54%              | (N=559)<br>42% | N/A              | (N=554)<br>48% | 42%              |
| I am more likely to purchase something from a company that has taken a public stand against racism  | 42%              | 41%              | 38%            | 39%              | 36%            | N/A              | 39%            | 41%              |

#### a. I am more likely to purchase something from a company that has taken a public stand against racism

|                            | 6/23-24,<br>2020 | 7/21-22,<br>2020 | 8/18-19,<br>2020 | 9/1-2,<br>2020 | 6/22-23,<br>2021 | 6/7-8,<br>2022 | 6/6-7,<br>2023 | 1/23-24,<br>2024 |
|----------------------------|------------------|------------------|------------------|----------------|------------------|----------------|----------------|------------------|
| Strongly agree             | 22%              | 20%              | 18%              | 16%            | 17%              | 15%            | 16%            | 18%              |
| Somewhat agree             | 24%              | 22%              | 23%              | 22%            | 23%              | 21%            | 23%            | 24%              |
| Neither agree nor disagree | 35%              | 39%              | 35%              | 35%            | 38%              | 41%            | 37%            | 42%              |
| Somewhat disagree          | 9%               | 8%               | 8%               | 11%            | 10%              | 10%            | 11%            | 8%               |
| Strongly disagree          | 11%              | 11%              | 15%              | 16%            | 14%              | 13%            | 13%            | 9%               |
| <i>Agree (Net)</i>         | <i>45%</i>       | <i>42%</i>       | <i>41%</i>       | <i>38%</i>     | <i>39%</i>       | <i>36%</i>     | <i>39%</i>     | <i>41%</i>       |
| <i>Disagree (Net)</i>      | <i>20%</i>       | <i>19%</i>       | <i>23%</i>       | <i>27%</i>     | <i>23%</i>       | <i>23%</i>     | <i>24%</i>     | <i>17%</i>       |

#### b. It is appropriate for any brand to take a stance on racial justice

|                            | 6/22-23, 2021 | 6/7-8, 2022 | 6/6-7, 2023 | 1/23-24, 2024 |
|----------------------------|---------------|-------------|-------------|---------------|
| Strongly agree             | 18%           | 18%         | 18%         | 21%           |
| Somewhat agree             | 26%           | 23%         | 25%         | 25%           |
| Neither agree nor disagree | 33%           | 36%         | 33%         | 34%           |
| Somewhat disagree          | 10%           | 11%         | 13%         | 11%           |
| Strongly disagree          | 13%           | 12%         | 11%         | 9%            |
| <i>Agree (Net)</i>         | <i>44%</i>    | <i>41%</i>  | <i>43%</i>  | <i>45%</i>    |
| <i>Disagree (Net)</i>      | <i>23%</i>    | <i>23%</i>  | <i>24%</i>  | <i>21%</i>    |



## PUBLIC POLL FINDINGS AND METHODOLOGY

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

c. If a corporation takes a stand on a **social** issue that I don't agree with, I'm less likely to buy their products or use their services

|                            | 6/22-23, 2021<br>(N=588) | 6/7-8, 2022<br>(N=558) | 6/6-7, 2023<br>(N=554) | 1/23-24, 2024 |
|----------------------------|--------------------------|------------------------|------------------------|---------------|
| Strongly agree             | 22%                      | 15%                    | 23%                    | 16%           |
| Somewhat agree             | 30%                      | 27%                    | 29%                    | 28%           |
| Neither agree nor disagree | 35%                      | 42%                    | 36%                    | 42%           |
| Somewhat disagree          | 9%                       | 10%                    | 9%                     | 10%           |
| Strongly disagree          | 4%                       | 6%                     | 3%                     | 4%            |
| <b>Agree (Net)</b>         | <b>52%</b>               | <b>42%</b>             | <b>52%</b>             | <b>44%</b>    |
| <b>Disagree (Net)</b>      | <b>13%</b>               | <b>16%</b>             | <b>12%</b>             | <b>14%</b>    |

\*Prior to 2024, this item had a split base

d. If a corporation takes a stand on a **political** issue that I don't agree with, I'm less likely to buy their products or use their services

|                            | 6/22-23, 2021<br>(N=588) | 6/7-8, 2022<br>(N=559) | 6/6-7, 2023<br>(N=554) | 1/23-24, 2024 |
|----------------------------|--------------------------|------------------------|------------------------|---------------|
| Strongly agree             | 23%                      | 18%                    | 17%                    | 13%           |
| Somewhat agree             | 32%                      | 24%                    | 31%                    | 28%           |
| Neither agree nor disagree | 34%                      | 42%                    | 37%                    | 39%           |
| Somewhat disagree          | 8%                       | 9%                     | 12%                    | 14%           |
| Strongly disagree          | 4%                       | 8%                     | 3%                     | 5%            |
| <b>Agree (Net)</b>         | <b>54%</b>               | <b>42%</b>             | <b>48%</b>             | <b>42%</b>    |
| <b>Disagree (Net)</b>      | <b>12%</b>               | <b>17%</b>             | <b>15%</b>             | <b>19%</b>    |

\*Prior to 2024, this item had a split base

e. If a corporation takes a stand on an issue, they should stick by their decision, even if it makes some consumers angry

|                            | 6/6-7, 2023 | 1/23-24, 2024 |
|----------------------------|-------------|---------------|
| Strongly agree             | 21%         | 20%           |
| Somewhat agree             | 32%         | 28%           |
| Neither agree nor disagree | 32%         | 38%           |
| Somewhat disagree          | 7%          | 9%            |
| Strongly disagree          | 8%          | 5%            |
| <b>Agree (Net)</b>         | <b>53%</b>  | <b>48%</b>    |
| <b>Disagree (Net)</b>      | <b>15%</b>  | <b>14%</b>    |





## PUBLIC POLL FINDINGS AND METHODOLOGY

### About the Study

These are some of the findings of the eighty-eighth and a half wave of an Ipsos poll conducted between January 23-24, 2024. 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 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 eighty-eighth and a half wave was conducted January 9-10, 2024 among 1,119 adults
- The eighty-ninth wave was conducted January 23-24, 2024 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, eighty-sixth, eighty-seventh, eighty-eighth, and eighty-eighth and a half 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)

