



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



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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, 2022 (N=1,118)	22%	6%	16%	32%	42%	23%	19%	4%
11/9-10, 2022 (N=1,115)	17%	7%	11%	33%	47%	25%	22%	3%
10/25-26, 2022 (N=1,120)	23%	8%	15%	34%	40%	22%	19%	3%
10/11-12, 2022 (N=1,120)	21%	7%	14%	33%	41%	23%	18%	4%
9/27-28, 2022 (N=1,120)	21%	7%	15%	34%	42%	22%	20%	3%
9/13-14, 2022 (N=1,118)	25%	10%	15%	31%	41%	23%	18%	2%
8/30-31, 2022 (N=1,110)	23%	8%	15%	32%	42%	24%	18%	2%
8/16-17, 2022 (N=1,120)	23%	9%	14%	34%	41%	21%	20%	2%
8/2-3, 2022 (N=1,119)	23%	11%	13%	35%	39%	21%	17%	3%
7/19-20, 2022 (N=1,120)	25%	9%	15%	33%	40%	21%	19%	3%
6/22-23, 2022 (N=1,117)	25%	10%	15%	34%	38%	19%	9%	3%
6/7-8, 2022 (N=1,117)	23%	9%	14%	35%	40%	20%	21%	2%
5/24-25, 2022 (N=1,120)	22%	8%	14%	36%	39%	20%	19%	2%
5/10-11, 2022 (N=1,120)	27%	9%	18%	31%	40%	21%	19%	2%
4/26-27, 2022 (N=1,136)	23%	10%	14%	32%	41%	22%	19%	4%
4/12-13, 2022 (N=1,165)	24%	9%	15%	33%	41%	22%	19%	2%
3/29-30, 2022 (N=1,152)	24%	10%	15%	31%	41%	24%	18%	3%
3/15-16, 2022 (N=1,154)	27%	12%	15%	29%	41%	21%	20%	3%
3/1-2, 2022 (N=1,154)	27%	11%	16%	33%	37%	19%	18%	2%
2/15-16, 2022 (N=1,156)	26%	10%	17%	34%	37%	21%	17%	3%
2/1-3, 2022 (N=2,010)	29%	11%	18%	35%	34%	20%	14%	2%
1/18-19, 2022 (N=1,158)	35%	15%	20%	35%	28%	14%	14%	2%
1/4-5, 2022 (N=1,158)	35%	13%	22%	32%	30%	17%	13%	3%



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



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2. 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?

	11/9-10, 2022	11/7-8, 2023	1/9-10, 2024	1/23-24, 2024
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>	64%	61%	67%	63%
<i>Not likely (Net)</i>	25%	27%	25%	29%





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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 (N=1,115)	3/15-16, 2021 (N=1,115)	5/25-26, 2021 (N=1,178)	6/22-23, 2021 (N=1,176)	2/1-3, 2022 (N=2,010)	3/15-16, 2022 (N=1,154)	6/22-23, 2022 (N=1,117)	1/18-19, 2023 (N=1,119)	3/14-15, 2023 (N=625)	1/9-10, 2024 (N=574)	1/23-24, 2024 (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 (N=639)	1/9-10, 2024 (N=574)	1/23-24, 2024 (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%
Higher (Net)	66%	69%	71%	70%	73%	75%	77%	73%	75%	78%	78%	80%	78%	76%	70%	76%	77%
Lower (Net)	4%	4%	2%	3%	3%	5%	4%	4%	5%	5%	5%	4%	4%	4%	3%	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)

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%



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)*

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%



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)*

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%
Higher (Net)	41%	41%	42%	42%	45%	58%	61%
Lower (Net)	6%	7%	5%	7%	5%	4%	3%

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%
Higher (Net)	49%	53%	58%	64%	57%	58%	60%	65%	60%	65%	64%	62%	70%	70%
Lower (Net)	3%	5%	6%	4%	9%	6%	7%	6%	3%	6%	5%	4%	3%	3%

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%
Higher (Net)	66%	69%	70%	70%	73%	75%	76%	77%	76%	75%	74%
Lower (Net)	3%	5%	4%	7%	6%	4%	5%	4%	5%	4%	5%



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

	1/23-24, 2024
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>	43%
<i>Lower (Net)</i>	4%

l. Over-the-counter medications

	1/23-24, 2024
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>	53%
<i>Lower (Net)</i>	3%

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

	6/7-8, 2022	7/19-20, 2022	8/16-17, 2022	8/30-31, 2022	8/29-30, 2023	1/23-24, 2024
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%
Familiar (Net)	65%	69%	73%	69%	64%	71%	68%	69%	70%	71%	68%	67%	68%	72%	66%
Not familiar (Net)	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%
[IF EMPLOYED] 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%
Agree (Net)	43%	43%
Disagree (Net)	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

	1/23-24, 2024
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

	1/23-24, 2024
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

	1/23-24, 2024
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

	1/23-24, 2024 (N=551)
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

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

g. I understand how AI tools are developed

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





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

	4/25-26, 2023	6/6-7, 2023	1/23-24, 2024
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

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

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

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



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

	4/25-26, 2023	6/6-7, 2023	1/23-24, 2024
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

	4/25-26, 2023	6/6-7, 2023	1/23-24, 2024
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

	4/25-26, 2023	6/6-7, 2023	1/23-24, 2024
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

	4/25-26, 2023	6/6-7, 2023	1/23-24, 2024
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

	6/6-7, 2023	1/23-24, 2024
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

	6/6-7, 2023	1/23-24, 2024
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

	6/6-7, 2023	1/23-24, 2024
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

	4/25-26, 2023	1/23-24, 2024
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

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

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

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

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

Total Agree Summary

	1/23-24, 2024
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

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





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

	1/23-24, 2024
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

	1/23-24, 2024
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

	1/23-24, 2024
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

	1/23-24, 2024
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

	1/23-24, 2024
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

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

- b. University of Michigan winning the College Football Playoff

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





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

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

d. Donald Trump winning the Iowa caucuses

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

e. Ongoing attacks on ships in the Red Sea

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

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

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



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

	1/23-24, 2024
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

	1/23-24, 2024
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

	1/23-24, 2024
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

	1/23-24, 2024
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

	1/23-24, 2024
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

	1/23-24, 2024
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

	1/23-24, 2024
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

	1/23-24, 2024
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

	1/23-24, 2024
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

	1/23-24, 2024
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

	1/23-24, 2024
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

	1/23-24, 2024
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

	1/23-24, 2024
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

	1/23-24, 2024
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?

	1/23-24, 2024
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

	1/23-24, 2024
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

	1/23-24, 2024
Yes	21%
No	67%
Don't know	12%

b. Publicized protests and boycotts against the company

	1/23-24, 2024
Yes	15%
No	73%
Don't know	12%

c. The company's stance on a particular issue

	1/23-24, 2024
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, 2020	8/18-19, 2020	9/1-2, 2020	6/22-23, 2021	6/7-8, 2022	6/22-23, 2022	6/6-7, 2023	1/23-24, 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 social 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) 42%	N/A	(N=554) 52%	44%
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	N/A	N/A	N/A	54%	(N=559) 42%	N/A	(N=554) 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, 2020	7/21-22, 2020	8/18-19, 2020	9/1-2, 2020	6/22-23, 2021	6/7-8, 2022	6/6-7, 2023	1/23-24, 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>



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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 (N=588)	6/7-8, 2022 (N=558)	6/6-7, 2023 (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%
Agree (Net)	52%	42%	52%	44%
Disagree (Net)	13%	16%	12%	14%

*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 (N=588)	6/7-8, 2022 (N=559)	6/6-7, 2023 (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%
Agree (Net)	54%	42%	48%	42%
Disagree (Net)	12%	17%	15%	19%

*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%
Agree (Net)	53%	48%
Disagree (Net)	15%	14%



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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





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



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- 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 2022 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.

For more information on this news release, please contact:

Mallory Newall
Vice President, US
Public Affairs
+1 202 420-2014
mallory.newall@ipsos.com





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About Ipsos

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

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

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

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

