



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior

Washington, DC, February 23, 2024

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

	Working at my workplace only	Working from home only	Working both from home and at my workplace
2/21-22, 2024 (N=555)	50%	23%	26%
2/6-7, 2024 (N=554)	52%	21%	27%
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%



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

	Working at my workplace only	Working from home only	Working both from home and at my workplace
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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2. **[IF EMPLOYED]** In your opinion, what is closest to the right mix of working from home versus working in an office right now?

	All at home	Mostly at home	Evenly split at home and at the office	Mostly at the office	All at the office	Don't know/Not applicable
2/21-22, 2024 (N=555)	11%	18%	19%	15%	30%	7%
1/23-24, 2024 (N=551)	12%	13%	24%	19%	21%	10%
1/9-10, 2024 (N=574)	13%	17%	20%	17%	27%	6%
3/14-15, 2023 (N=625)	16%	19%	15%	14%	27%	9%
1/18-19, 2023 (N=1,119)	12%	12%	16%	12%	17%	31%
6/22-23, 2022 (N=1,117)	13%	12%	17%	14%	19%	26%
3/15-16, 2022 (N=1,154)	14%	14%	17%	9%	15%	31%
2/1-3, 2022 (N=2,010)	11%	13%	15%	10%	18%	33%
6/22-23, 2021 (N=1,176)	10%	14%	19%	13%	16%	28%
5/25-26, 2021 (N=1,178)	11%	15%	18%	9%	18%	27%
3/15-16, 2021 (N=1,115)	12%	15%	17%	12%	14%	30%
3/2-3, 2021 (N=1,115)	9%	16%	22%	14%	13%	26%

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

3. **[IF EMPLOYED]** How likely, if at all, is it that you will keep your current work arrangement over the next few months?

	1/18-19, 2023 (N=639)	2/21-22, 2024 (N=555)
Very likely	70%	69%
Somewhat likely	20%	20%
Not very likely	4%	5%
Not at all likely	3%	3%
Not sure	3%	3%
<i>Likely (Net)</i>	<i>90%</i>	<i>89%</i>
<i>Not Likely (Net)</i>	<i>7%</i>	<i>8%</i>

4. **[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)	2/21-22, 2024 (N=555)
Yes	37%	41%	41%	46%
No	58%	55%	54%	49%
I don't know	5%	4%	4%	5%



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5. **[IF EMPLOYED]** In the next 3-5 years, do you expect your work commute to change?

	7/21-22, 2020 (N=600)	8/4-5, 2020 (N=607)	9/1-2, 2020 (N=603)	12/9-10, 2020 (N=605)	2/1-3, 2022 (N=1,086)	8/1-2, 2023 (N=623)	2/21-22, 2024 (N=555)
Yes	33%	37%	37%	26%	24%	24%	36%
No	53%	51%	51%	64%	64%	60%	52%
Don't know	13%	12%	12%	10%	13%	16%	13%

6. **[ASKED IF Q5 = YES]** In the next 3-5 years, do you expect your work commute to change?

	7/21-22, 2020 (N=196)	9/1-2, 2020 (N=207)	12/9-10, 2020 (N=149)	2/1-3, 2022 (N=233)	8/1-2, 2023 (N=167)	2/21-22, 2024 (N=175)
I expect to drive to work more often	46%	54%	45%	56%	46%	41%
I expect to commute less, in any form, because I will be working from home more frequently	24%	17%	23%	17%	26%	28%
I expect to take public transportation (bus or rail) more often	17%	21%	22%	18%	8%	22%
I expect to walk or bike more often	18%	13%	11%	23%	9%	14%
Don't know	9%	5%	7%	6%	17%	6%

**Previously asked as "When all the coronavirus-related stay at home orders end, do you expect your work commute to change?"*

7. How comfortable or uncomfortable do you feel with your personal economic situation today?

	10/26-27, 2021	11/9-10, 2022	12/7-8, 2022	1/18-19, 2023	11/7-8, 2023	2/21/22, 2024
Very comfortable	12%	13%	9%	11%	14%	19%
Somewhat comfortable	30%	23%	21%	23%	29%	29%
Neither comfortable nor uncomfortable	27%	27%	28%	22%	22%	20%
Somewhat uncomfortable	20%	22%	27%	28%	21%	20%
Very uncomfortable	12%	15%	15%	16%	13%	12%
Comfortable (Net)	42%	36%	30%	34%	44%	48%
Uncomfortable (Net)	32%	38%	43%	44%	34%	32%



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8. How do you expect your total household spending to change over the next three months compared to now?

	It will increase a lot	It will increase a little	It will not change	It will decrease a little	It will decrease a lot	Don't know	<i>Increase (Net)</i>	<i>Decrease (Net)</i>
2/21-22, 2024	7%	30%	37%	15%	4%	6%	37%	19%
10/25-26, 2022	11%	23%	34%	16%	9%	7%	34%	25%
10/11-12, 2022	9%	21%	39%	14%	7%	9%	31%	21%
9/13-14, 2022	8%	22%	38%	17%	7%	8%	30%	24%
8/16-17, 2022	9%	19%	41%	15%	8%	7%	29%	23%
7/19-20, 2022	10%	19%	43%	15%	7%	6%	29%	22%
6/22-23, 2022	12%	18%	35%	16%	11%	9%	29%	27%
6/7-8, 2022	13%	23%	36%	13%	9%	7%	36%	22%
5/10-11, 2022	13%	26%	36%	13%	9%	5%	38%	21%
4/12-13, 2022	10%	27%	40%	12%	5%	7%	37%	17%
3/15-16, 2022	14%	23%	42%	10%	6%	5%	37%	15%
1/4-1/5, 2022	8%	18%	46%	15%	6%	7%	26%	21%
12/7-8, 2021	8%	20%	49%	12%	5%	6%	28%	18%
11/9-10, 2021	9%	21%	46%	12%	6%	7%	30%	17%
7/20-21, 2021	8%	19%	52%	11%	5%	5%	27%	16%
7/6-7, 2021	6%	20%	51%	11%	5%	8%	26%	16%
6/22-23, 2021	6%	18%	54%	11%	5%	6%	24%	16%
6/8-9, 2021	4%	22%	52%	10%	5%	7%	26%	15%
5/25-26, 2021	6%	21%	51%	9%	6%	8%	26%	15%



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9. For each product category below, what best describes your current situation?

a. Automobile

	6/7-8, 2022	5/23-24, 2023	9/12-13, 2023	2/21-22, 2024
I am not in the market for this product	63%	53%	56%	60%
I have delayed shopping, and will wait for some time before I resume	23%	32%	28%	24%
I am looking to make a purchase now	14%	14%	16%	16%

b. Home purchase

	6/7-8, 2022	5/23-24, 2023	9/12-13, 2023	2/21-22, 2024
I am not in the market for this product	73%	75%	76%	70%
I have delayed shopping, and will wait for some time before I resume	19%	16%	17%	20%
I am looking to make a purchase now	8%	9%	7%	9%

c. Tech equipment

	6/7-8, 2022	5/23-24, 2023	9/12-13, 2023	2/21-22, 2024
I am not in the market for this product	65%	61%	61%	56%
I have delayed shopping, and will wait for some time before I resume	25%	26%	23%	29%
I am looking to make a purchase now	10%	14%	16%	15%

d. Home improvement

	6/7-8, 2022	5/23-24, 2023	9/12-13, 2023	2/21-22, 2024
I am not in the market for this product	56%	46%	52%	51%
I have delayed shopping, and will wait for some time before I resume	28%	35%	29%	30%
I am looking to make a purchase now	16%	20%	19%	19%

e. Appliances

	6/7-8, 2022	5/23-24, 2023	9/12-13, 2023	2/21-22, 2024
I am not in the market for this product	66%	55%	62%	60%
I have delayed shopping, and will wait for some time before I resume	24%	30%	24%	26%
I am looking to make a purchase now	10%	16%	14%	15%





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

	Very familiar	Somewhat familiar	Not very familiar	Not at all familiar	Don't know	Familiar (Net)	Not familiar (Net)
2/21-22, 2024	18%	52%	19%	10%	1%	70%	28%
2/6-7, 2024	20%	46%	19%	12%	3%	67%	31%
1/23-24, 2024	19%	47%	22%	10%	2%	66%	32%
12/5-6, 2023	20%	52%	17%	9%	3%	72%	25%
11/7-8, 2023	21%	47%	21%	9%	2%	68%	31%
10/24-25, 2023	17%	49%	20%	10%	3%	67%	30%
10/10-11, 2023	22%	47%	18%	10%	4%	68%	28%
9/26-27, 2023	21%	50%	19%	9%	2%	71%	27%
9/12-13, 2023	21%	48%	19%	9%	2%	70%	28%
8/29-30, 2023	20%	49%	20%	9%	2%	69%	29%
8/15-16, 2023	25%	43%	24%	7%	2%	68%	31%
8/1-2, 2023	20%	52%	17%	8%	3%	71%	25%
7/18-19, 2023	19%	45%	25%	10%	1%	64%	35%
6/21-22, 2023	20%	48%	20%	8%	3%	69%	28%
6/6-7, 2023	21%	52%	18%	7%	1%	73%	26%
5/23-24, 2023	21%	47%	19%	7%	5%	69%	26%
5/9-10, 2023	17%	48%	24%	9%	3%	65%	32%

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

Total Familiar Summary

	2/21-22, 2024
Virtual Reality	63%
Cryptocurrency	50%
Metaverse	46%
Augmented Reality	43%
Spatial computing	14%

a. Metaverse

	2/21-22, 2024
Very familiar	10%
Somewhat familiar	36%
Not very familiar	30%
Not at all familiar	24%
Familiar (Net)	46%
Not Familiar (Net)	54%



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

b. Augmented Reality

	2/21-22, 2024
Very familiar	10%
Somewhat familiar	33%
Not very familiar	31%
Not at all familiar	26%
<i>Familiar (Net)</i>	<i>43%</i>
<i>Not Familiar (Net)</i>	<i>57%</i>

c. Virtual Reality

	2/21-22, 2024
Very familiar	17%
Somewhat familiar	45%
Not very familiar	25%
Not at all familiar	13%
<i>Familiar (Net)</i>	<i>63%</i>
<i>Not Familiar (Net)</i>	<i>37%</i>

d. Cryptocurrency

	2/21-22, 2024
Very familiar	14%
Somewhat familiar	36%
Not very familiar	29%
Not at all familiar	21%
<i>Familiar (Net)</i>	<i>50%</i>
<i>Not Familiar (Net)</i>	<i>50%</i>

e. Spatial computing

	2/21-22, 2024
Very familiar	4%
Somewhat familiar	11%
Not very familiar	32%
Not at all familiar	53%
<i>Familiar (Net)</i>	<i>14%</i>
<i>Not Familiar (Net)</i>	<i>86%</i>





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12. How interested, if at all, are you in each of the following?

Total Interested Summary

	2/21-22, 2024
Virtual Reality	45%
Metaverse	35%
Augmented Reality	35%
Cryptocurrency	35%
Spatial computing	24%

a. Metaverse

	2/21-22, 2024
Very interested	10%
Somewhat interested	25%
Not very interested	28%
Not at all interested	37%
<i>Interested (Net)</i>	35%
<i>Not Interested (Net)</i>	65%

b. Augmented Reality

	2/21-22, 2024
Very interested	11%
Somewhat interested	24%
Not very interested	29%
Not at all interested	36%
<i>Interested (Net)</i>	35%
<i>Not Interested (Net)</i>	65%

c. Virtual Reality

	2/21-22, 2024
Very interested	16%
Somewhat interested	29%
Not very interested	26%
Not at all interested	29%
<i>Interested (Net)</i>	45%
<i>Not Interested (Net)</i>	55%





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

d. Cryptocurrency

	2/21-22, 2024
Very interested	15%
Somewhat interested	20%
Not very interested	23%
Not at all interested	42%
Interested (Net)	35%
Not Interested (Net)	65%

e. Spatial computing

	2/21-22, 2024
Very interested	4%
Somewhat interested	19%
Not very interested	31%
Not at all interested	46%
Interested (Net)	24%
Not Interested (Net)	76%

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

Total Agree Summary

	1/23-24, 2024	2/6-7, 2024	2/21-22, 2024
I am hopeful for my future	80%	84%	84%
The world today is changing too fast	75%	77%	81%
I tend to buy brands that reflect my personal values	69%	70%	70%
My religion or faith is very important to me	64%	63%	68%
Being a fan of sports is very important to me	49%	51%	53%

a. The world today is changing too fast

	1/23-24, 2024	2/6-7, 2024	2/21-22, 2024
Strongly agree	33%	35%	39%
Somewhat agree	42%	42%	42%
Somewhat disagree	15%	15%	14%
Strongly disagree	5%	5%	3%
Don't know	4%	3%	3%
Agree (Net)	75%	77%	81%
Disagree (Net)	21%	20%	16%





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13. 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	2/6-7, 2024	2/21-22, 2024
Strongly agree	21%	21%	24%
Somewhat agree	28%	31%	29%
Somewhat disagree	20%	19%	17%
Strongly disagree	29%	27%	29%
Don't know	2%	2%	2%
<i>Agree (Net)</i>	<i>49%</i>	<i>51%</i>	<i>53%</i>
<i>Disagree (Net)</i>	<i>49%</i>	<i>46%</i>	<i>46%</i>

c. My religion or faith is very important to me

	1/23-24, 2024	2/6-7, 2024	2/21-22, 2024
Strongly agree	36%	34%	41%
Somewhat agree	27%	30%	27%
Somewhat disagree	14%	15%	15%
Strongly disagree	20%	20%	15%
Don't know	3%	2%	3%
<i>Agree (Net)</i>	<i>64%</i>	<i>63%</i>	<i>68%</i>
<i>Disagree (Net)</i>	<i>33%</i>	<i>35%</i>	<i>29%</i>

d. I am hopeful for my future

	1/23-24, 2024	2/6-7, 2024	2/21-22, 2024
Strongly agree	33%	35%	43%
Somewhat agree	47%	49%	42%
Somewhat disagree	11%	8%	8%
Strongly disagree	5%	5%	5%
Don't know	4%	4%	3%
<i>Agree (Net)</i>	<i>80%</i>	<i>84%</i>	<i>84%</i>
<i>Disagree (Net)</i>	<i>17%</i>	<i>13%</i>	<i>13%</i>

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

	1/23-24, 2024	2/6-7, 2024	2/21-22, 2024
Strongly agree	19%	19%	20%
Somewhat agree	50%	52%	50%
Somewhat disagree	18%	18%	17%
Strongly disagree	8%	6%	6%
Don't know	5%	6%	7%
<i>Agree (Net)</i>	<i>69%</i>	<i>70%</i>	<i>70%</i>
<i>Disagree (Net)</i>	<i>26%</i>	<i>24%</i>	<i>23%</i>





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

Total Familiar Summary

	2/21-22, 2024
The Kansas City Chiefs defeating the San Francisco 49ers in the Super Bowl	80%
Taylor Swift attending the Super Bowl	78%
Former President Trump being fined \$450 million for fraud in New York State	63%
The Biden Administration announcing \$1.2 billion in student loan forgiveness for nearly 153,000 borrowers	56%
Former President Trump suggesting Russia could do “whatever the hell it wants” to NATO allies who haven’t met spending guidelines	48%
The report from Special Counsel Robert Hur investigating President Biden’s handling of classified documents	45%
Tucker Carlson’s interview with Russian president Vladimir Putin	42%
A Democratic candidate winning a special election to replace former Rep. George Santos in Congress	40%
Robocalls featuring an AI-faked voice of President Biden being used to influence voting in the New Hampshire primary	29%
Disney’s announcement of a deal to produce games and experiences with Epic Games, the maker of Fortnite	22%
Jenny Cavnar named the first female primary play-by-play broadcaster in baseball history	17%

- a. Former President Trump suggesting Russia could do “whatever the hell it wants” to NATO allies who haven’t met spending guidelines

	2/21-22, 2024
Very familiar	23%
Somewhat familiar	25%
Heard of it, but that’s it	22%
Never heard of it	30%
Familiar (Net)	48%
Not Familiar (Net)	52%

- b. The report from Special Counsel Robert Hur investigating President Biden’s handling of classified documents

	2/21-22, 2024
Very familiar	14%
Somewhat familiar	31%
Heard of it, but that’s it	26%
Never heard of it	28%
Familiar (Net)	45%
Not Familiar (Net)	55%



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

c. Tucker Carlson's interview with Russian president Vladimir Putin

	2/21-22, 2024
Very familiar	17%
Somewhat familiar	25%
Heard of it, but that's it	24%
Never heard of it	35%
<i>Familiar (Net)</i>	<i>42%</i>
<i>Not Familiar (Net)</i>	<i>58%</i>

d. Former President Trump being fined \$450 million for fraud in New York State

	2/21-22, 2024
Very familiar	32%
Somewhat familiar	31%
Heard of it, but that's it	24%
Never heard of it	13%
<i>Familiar (Net)</i>	<i>63%</i>
<i>Not Familiar (Net)</i>	<i>37%</i>

e. Jenny Cavnar named the first female primary play-by-play broadcaster in baseball history

	2/21-22, 2024
Very familiar	4%
Somewhat familiar	12%
Heard of it, but that's it	17%
Never heard of it	66%
<i>Familiar (Net)</i>	<i>17%</i>
<i>Not Familiar (Net)</i>	<i>83%</i>

f. The Kansas City Chiefs defeating the San Francisco 49ers in the Super Bowl

	2/21-22, 2024
Very familiar	59%
Somewhat familiar	21%
Heard of it, but that's it	12%
Never heard of it	8%
<i>Familiar (Net)</i>	<i>80%</i>
<i>Not Familiar (Net)</i>	<i>20%</i>



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

g. Taylor Swift attending the Super Bowl

	2/21-22, 2024
Very familiar	53%
Somewhat familiar	25%
Heard of it, but that's it	17%
Never heard of it	5%
Familiar (Net)	78%
Not Familiar (Net)	22%

h. A Democratic candidate winning a special election to replace former Rep. George Santos in Congress

	2/21-22, 2024
Very familiar	20%
Somewhat familiar	20%
Heard of it, but that's it	24%
Never heard of it	35%
Familiar (Net)	40%
Not Familiar (Net)	60%

i. Disney's announcement of a deal to produce games and experiences with Epic Games, the maker of Fortnite

	2/21-22, 2024
Very familiar	6%
Somewhat familiar	15%
Heard of it, but that's it	22%
Never heard of it	56%
Familiar (Net)	22%
Not Familiar (Net)	78%

j. Robocalls featuring an AI-faked voice of President Biden being used to influence voting in the New Hampshire primary

	2/21-22, 2024
Very familiar	9%
Somewhat familiar	20%
Heard of it, but that's it	20%
Never heard of it	51%
Familiar (Net)	29%
Not Familiar (Net)	71%



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

- k. The Biden Administration announcing \$1.2 billion in student loan forgiveness for nearly 153,000 borrowers

	2/21-22, 2024
Very familiar	19%
Somewhat familiar	37%
Heard of it, but that's it	27%
Never heard of it	17%
<i>Familiar (Net)</i>	<i>56%</i>
<i>Not Familiar (Net)</i>	<i>44%</i>

15. 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. Former President Trump suggesting Russia could do “whatever the hell it wants” to NATO allies who haven’t met spending guidelines

	2/21-22, 2024
I care a lot	31%
I care a little	28%
I don’t care at all	34%
Don’t know	8%

- b. The report from Special Counsel Robert Hur investigating President Biden’s handling of classified documents

	2/21-22, 2024
I care a lot	28%
I care a little	33%
I don’t care at all	31%
Don’t know	8%

- c. Tucker Carlson’s interview with Russian president Vladimir Putin

	2/21-22, 2024
I care a lot	20%
I care a little	30%
I don’t care at all	43%
Don’t know	8%



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15. 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)*

d. Former President Trump being fined \$450 million for fraud in New York State

	2/21-22, 2024
I care a lot	34%
I care a little	27%
I don't care at all	34%
Don't know	5%

e. Jenny Cavnar named the first female primary play-by-play broadcaster in baseball history

	2/21-22, 2024
I care a lot	8%
I care a little	25%
I don't care at all	57%
Don't know	10%

f. The Kansas City Chiefs defeating the San Francisco 49ers in the Super Bowl

	2/21-22, 2024
I care a lot	23%
I care a little	30%
I don't care at all	44%
Don't know	4%

g. Taylor Swift attending the Super Bowl

	2/21-22, 2024
I care a lot	10%
I care a little	16%
I don't care at all	69%
Don't know	5%

h. A Democratic candidate winning a special election to replace former Rep. George Santos in Congress

	2/21-22, 2024
I care a lot	24%
I care a little	33%
I don't care at all	36%
Don't know	7%



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15. 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*)

- i. Disney's announcement of a deal to produce games and experiences with Epic Games, the maker of Fortnite

	2/21-22, 2024
I care a lot	8%
I care a little	21%
I don't care at all	63%
Don't know	9%

- j. Robocalls featuring an AI-faked voice of President Biden being used to influence voting in the New Hampshire primary

	2/21-22, 2024
I care a lot	26%
I care a little	27%
I don't care at all	40%
Don't know	8%

- k. The Biden Administration announcing \$1.2 billion in student loan forgiveness for nearly 153,000 borrowers

	2/21-22, 2024
I care a lot	38%
I care a little	34%
I don't care at all	23%
Don't know	6%



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About the Study

These are some of the findings of the ninety-first wave of an Ipsos poll conducted between February 21-22, 2024. For this survey, a sample of 1,119 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 ninetieth wave was conducted February 6-7, 2024 among 1,120 adults
- The ninety-first wave was conducted February 21-22, 2024 among 1,119 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=1,119, 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, eighty-eighth and a half, eighty-ninth, and ninetieth waves of this study have a credibility interval of 3.6 percentage points.





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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.

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