



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior

Washington, DC, March 8, 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
3/5-6, 2024 (N=526)	56%	19%	25%
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. Thinking about the past six months, have any of the following happened to you or someone in your household?

Total Yes Summary

	8/2-3, 2022	8/30-31, 2022	9/13-14, 2022	2/28-3/1, 2023	10/24-25, 2023	3/5-6, 2024
Started saving more of your income, specifically to have a safety net for the future	43%	43%	46%	50%	48%	47%
Canceled any streaming subscription services (e.g., Netflix, Hulu, Disney+)	29%	33%	32%	29%	31%	32%
Postponed or skipped a big-ticket product purchase like a home, car, or home renovation*	33%	41%	40%	36%	34%	28%
Postponed or skipped needed home or car repairs to save money	28%	38%	31%	32%	27%	28%
Postponed or skipped medical treatment due to cost	23%	28%	25%	26%	23%	20%
Lost a job (including getting laid off or furloughed)	14%	15%	15%	17%	N/A	10%

**This option was "Postponed or skipped a big-ticket product purchase like a major appliance, car, or home renovation" in October 2023*

Total No Summary

	8/2-3, 2022	8/30-31, 2022	9/13-14, 2022	2/28-3/1, 2023	10/24-25, 2023	3/5-6, 2024
Lost a job (including getting laid off or furloughed)	86%	85%	85%	83%	N/A	90%
Postponed or skipped medical treatment due to cost	77%	72%	75%	74%	77%	80%
Postponed or skipped needed home or car repairs to save money	72%	62%	69%	68%	73%	72%
Postponed or skipped a big-ticket product purchase like a home, car, or home renovation*	67%	59%	60%	64%	66%	72%
Canceled any streaming subscription services (e.g., Netflix, Hulu, Disney+)	71%	67%	68%	71%	69%	68%
Started saving more of your income, specifically to have a safety net for the future	57%	57%	54%	50%	52%	53%

**This option was "Postponed or skipped a big-ticket product purchase like a major appliance, car, or home renovation" in October 2023*



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3. In the past year, did you participate in any of the following, or not?

Total Yes Summary

	2/28-3/1, 2023	3/5-6, 2024
Giving up things or activities for a non-religious reason or “just because”	22%	26%
[ASK OF MEN] Movember (growing of mustaches)	18% (N=527)	14% (N=473)
Giving up things or activities for a religious reason	14%	14%
Dry January	11%	10%
Meatless Mondays	8%	9%

Total No Summary

	2/28-3/1, 2023	3/5-6, 2024
Meatless Mondays	92%	91%
Dry January	89%	90%
Giving up things or activities for a religious reason	86%	86%
[ASKED OF MEN] Movember (growing of mustaches)	82% (N=527)	86% (N=473)
Giving up things or activities for a non-religious reason or “just because”	78%	74%

4. **[ASKED IF YES TO EITHER ‘GIVING UP THINGS OR ACTIVITIES’ ITEMS IN Q12]** You previously indicated that you had given up things or activities at some point in the past year. Which of the following have you given up?

	2/28-3/1, 2023 (N=316)	3/5-6, 2024 (N=352)
[ASK IF 21+] Drinking alcohol	31%	31%
Soda or pop	23%	31%
Sweets or candy	23%	28%
Smoking	19%	18%
Snacks	14%	18%
Eating (fasting)	16%	17%
Social media	19%	16%
Coffee or caffeinated drinks	14%	15%
TV or other entertainment	14%	15%
Sexual activity	13%	15%
Meat	13%	11%
Gluten	8%	10%
Dairy	N/A	4%
Something else	8%	6%
None of the above	6%	5%



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5. 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)
3/5-6, 2024	22%	46%	21%	9%	3%	67%	30%
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%

6. AI is now being used to create works of art, books, news stories, movies and TV animations and more. Which of the following words would you use to describe these works? You may select up to three.

	2/28-3/1, 2023	3/5-6, 2024
Controversial	23%	34%
Not "real art"	22%	28%
Creative	24%	25%
Futuristic	29%	23%
Innovative	26%	22%
Creepy	18%	21%
Fake	14%	21%
Fascinating	19%	19%
Soulless	14%	17%
Groundbreaking	12%	13%
Cool	14%	10%
Rip-off	7%	10%
Original	10%	8%
Boring	5%	4%
Something else	4%	3%



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7. 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	3/5-6, 2024
The world today is changing too fast	75%	77%	81%	80%
I am hopeful for my future	80%	84%	84%	79%
I tend to buy brands that reflect my personal values	69%	70%	70%	66%
My religion or faith is very important to me	64%	63%	68%	65%
Being a fan of sports is very important to me	49%	51%	53%	53%

a. The world today is changing too fast

	1/23-24, 2024	2/6-7, 2024	2/21-22, 2024	3/5-6, 2024
Strongly agree	33%	35%	39%	33%
Somewhat agree	42%	42%	42%	47%
Somewhat disagree	15%	15%	14%	13%
Strongly disagree	5%	5%	3%	4%
Don't know	4%	3%	3%	3%
<i>Agree (Net)</i>	<i>75%</i>	<i>77%</i>	<i>81%</i>	<i>80%</i>
<i>Disagree (Net)</i>	<i>21%</i>	<i>20%</i>	<i>16%</i>	<i>17%</i>

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

	1/23-24, 2024	2/6-7, 2024	2/21-22, 2024	3/5-6, 2024
Strongly agree	21%	21%	24%	25%
Somewhat agree	28%	31%	29%	28%
Somewhat disagree	20%	19%	17%	17%
Strongly disagree	29%	27%	29%	28%
Don't know	2%	2%	2%	2%
<i>Agree (Net)</i>	<i>49%</i>	<i>51%</i>	<i>53%</i>	<i>53%</i>
<i>Disagree (Net)</i>	<i>49%</i>	<i>46%</i>	<i>46%</i>	<i>45%</i>

c. My religion or faith is very important to me

	1/23-24, 2024	2/6-7, 2024	2/21-22, 2024	3/5-6, 2024
Strongly agree	36%	34%	41%	37%
Somewhat agree	27%	30%	27%	28%
Somewhat disagree	14%	15%	15%	14%
Strongly disagree	20%	20%	15%	18%
Don't know	3%	2%	3%	3%
<i>Agree (Net)</i>	<i>64%</i>	<i>63%</i>	<i>68%</i>	<i>65%</i>
<i>Disagree (Net)</i>	<i>33%</i>	<i>35%</i>	<i>29%</i>	<i>32%</i>





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

d. I am hopeful for my future

	1/23-24, 2024	2/6-7, 2024	2/21-22, 2024	3/5-6, 2024
Strongly agree	33%	35%	43%	35%
Somewhat agree	47%	49%	42%	44%
Somewhat disagree	11%	8%	8%	12%
Strongly disagree	5%	5%	5%	5%
Don't know	4%	4%	3%	4%
<i>Agree (Net)</i>	<i>80%</i>	<i>84%</i>	<i>84%</i>	<i>79%</i>
<i>Disagree (Net)</i>	<i>17%</i>	<i>13%</i>	<i>13%</i>	<i>17%</i>

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

	1/23-24, 2024	2/6-7, 2024	2/21-22, 2024	3/5-6, 2024
Strongly agree	19%	19%	20%	19%
Somewhat agree	50%	52%	50%	46%
Somewhat disagree	18%	18%	17%	19%
Strongly disagree	8%	6%	6%	8%
Don't know	5%	6%	7%	7%
<i>Agree (Net)</i>	<i>69%</i>	<i>70%</i>	<i>70%</i>	<i>66%</i>
<i>Disagree (Net)</i>	<i>26%</i>	<i>24%</i>	<i>23%</i>	<i>28%</i>

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

Total Familiar Summary

	3/5-6, 2024
The U.S. Supreme Court ruling former President Trump can remain on the ballot in Colorado, overriding a lower court decision	65%
Inflation, as measured by The Federal Reserve's preferred metric, posting its largest increase in a year	59%
The largest wildfire in Texas history, reaching over 1 million acres	56%
The landing of the first U.S. spacecraft on the Moon in 50 years	55%
Mitch McConnell announcing he will step down from his position as Senate Republican Leader in November	54%
Beyonce becoming the first Black woman to top the country music charts with her new song, "Texas Hold 'Em"	39%





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

a. The landing of the first U.S. spacecraft on the Moon in 50 years

	3/5-6, 2024
Very familiar	21%
Somewhat familiar	34%
Heard of it, but that's it	26%
Never heard of it	19%
Familiar (Net)	55%
Not Familiar (Net)	45%

b. Beyonce becoming the first Black woman to top the country music charts with her new song, "Texas Hold 'Em"

	3/5-6, 2024
Very familiar	17%
Somewhat familiar	22%
Heard of it, but that's it	26%
Never heard of it	35%
Familiar (Net)	39%
Not Familiar (Net)	61%

c. Mitch McConnell announcing he will step down from his position as Senate Republican Leader in November

	3/5-6, 2024
Very familiar	28%
Somewhat familiar	26%
Heard of it, but that's it	22%
Never heard of it	23%
Familiar (Net)	54%
Not Familiar (Net)	46%

d. The largest wildfire in Texas history, reaching over 1 million acres

	3/5-6, 2024
Very familiar	24%
Somewhat familiar	31%
Heard of it, but that's it	23%
Never heard of it	21%
Familiar (Net)	56%
Not Familiar (Net)	44%





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

e. The U.S. Supreme Court ruling former President Trump can remain on the ballot in Colorado, overriding a lower court decision

	3/5-6, 2024
Very familiar	35%
Somewhat familiar	30%
Heard of it, but that's it	22%
Never heard of it	13%
<i>Familiar (Net)</i>	<i>65%</i>
<i>Not Familiar (Net)</i>	<i>35%</i>

f. Inflation, as measured by The Federal Reserve's preferred metric, posting its largest increase in a year

	3/5-6, 2024
Very familiar	21%
Somewhat familiar	38%
Heard of it, but that's it	21%
Never heard of it	20%
<i>Familiar (Net)</i>	<i>59%</i>
<i>Not Familiar (Net)</i>	<i>41%</i>

9. 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. The landing of the first U.S. spacecraft on the Moon in 50 years

	3/5-6, 2024
I care a lot	22%
I care a little	47%
I don't care at all	24%
Don't know	7%

b. Beyonce becoming the first Black woman to top the country music charts with her new song, "Texas Hold 'Em"

	3/5-6, 2024
I care a lot	10%
I care a little	20%
I don't care at all	65%
Don't know	5%



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9. 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*)

c. Mitch McConnell announcing he will step down from his position as Senate Republican Leader in November

	3/5-6, 2024
I care a lot	20%
I care a little	31%
I don't care at all	41%
Don't know	7%

d. The largest wildfire in Texas history, reaching over 1 million acres

	3/5-6, 2024
I care a lot	45%
I care a little	40%
I don't care at all	9%
Don't know	6%

e. The U.S. Supreme Court ruling former President Trump can remain on the ballot in Colorado, overriding a lower court decision

	3/5-6, 2024
I care a lot	44%
I care a little	32%
I don't care at all	18%
Don't know	6%

f. Inflation, as measured by The Federal Reserve's preferred metric, posting its largest increase in a year

	3/5-6, 2024
I care a lot	58%
I care a little	25%
I don't care at all	9%
Don't know	7%



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10. If Joe Biden wins the 2024 presidential election, does that make you more or less confident in each of the following?

**November 2020 wording: Now that Joe Biden is the president-elect, are you more or less confident in each of the following?*

**Wording prior to November 2020: Now, on to a different topic. If Joe Biden wins the 2020 presidential election, does that make you more or less confident in each of the following?*

Total More Confident Summary

	9/15-16, 2020	9/29-30, 2020*	10/27-28, 2020*	11/10-11, 2020	3/5-6, 2024
Access to abortion and other reproductive healthcare	N/A	N/A	N/A	N/A	34%
Your family's future well being	N/A	43%	45%	45%	27%
Getting quality healthcare	35%	N/A	N/A	N/A	27%
Freedom of speech	N/A	41%	43%	38%	27%
The strength of our democracy	N/A	N/A	N/A	N/A	27%
An end to the conflicts in Palestine and Ukraine	N/A	N/A	N/A	N/A	20%
Pursuing further education	19%	N/A	N/A	N/A	19%
The U.S. becoming less divided	N/A	N/A	N/A	N/A	19%
Stabilization of immigration rates	N/A	N/A	N/A	N/A	19%
Our relationship with China	N/A	34%	N/A	N/A	18%
Paying your bills	N/A	30%	31%	27%	18%
The responsible development of AI	N/A	N/A	N/A	N/A	18%
Going out and about safely in your area	29%	N/A	N/A	N/A	17%
Investing in the stock market	19%	N/A	N/A	N/A	15%
Starting home improvement projects	20%	N/A	N/A	N/A	14%
Buying a new home	17%	N/A	N/A	N/A	12%

a. Your family's future well being

	9/29-30, 2020	10/27-28, 2020	11/10-11, 2020	3/5-6, 2024
More confident	43%	45%	45%	27%
Makes no difference	17%	17%	21%	23%
Less confident	32%	30%	27%	41%
Don't know	8%	8%	7%	9%

b. Investing in the stock market

	9/15-16, 2020	3/5-6, 2024
More confident	19%	15%
Makes no difference	37%	35%
Less confident	33%	40%
Don't know	12%	10%



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10. If Joe Biden wins the 2024 presidential election, does that make you more or less confident in each of the following? *(Continued)*

c. Buying a new home

	9/15-16, 2020	3/5-6, 2024
More confident	17%	12%
Makes no difference	44%	40%
Less confident	29%	37%
Don't know	11%	12%

d. Pursuing further education

	9/15-16, 2020	3/5-6, 2024
More confident	19%	19%
Makes no difference	44%	42%
Less confident	24%	28%
Don't know	12%	11%

e. Getting quality healthcare

	9/15-16, 2020	3/5-6, 2024
More confident	35%	27%
Makes no difference	27%	31%
Less confident	28%	33%
Don't know	9%	9%

f. Starting home improvement projects

	9/15-16, 2020	3/5-6, 2024
More confident	20%	14%
Makes no difference	48%	45%
Less confident	24%	30%
Don't know	9%	11%

g. Going out and about safely in your area

	9/15-16, 2020	3/5-6, 2024
More confident	29%	17%
Makes no difference	36%	42%
Less confident	28%	33%
Don't know	8%	8%



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10. If Joe Biden wins the 2024 presidential election, does that make you more or less confident in each of the following? (Continued)

h. Our relationship with China

	9/29-30, 2020	3/5-6, 2024
More confident	34%	18%
Makes no difference	18%	25%
Less confident	32%	44%
Don't know	17%	13%

i. Paying your bills

	9/29-30, 2020	10/27-28, 2020	11/10-11, 2020	3/5-6, 2024
More confident	30%	31%	27%	18%
Makes no difference	35%	38%	48%	37%
Less confident	24%	24%	18%	36%
Don't know	10%	7%	7%	9%

j. Freedom of speech

	9/29-30, 2020	10/27-28, 2020	11/10-11, 2020	3/5-6, 2024
More confident	41%	43%	38%	27%
Makes no difference	21%	23%	29%	29%
Less confident	29%	26%	25%	36%
Don't know	9%	8%	7%	8%

k. The responsible development of AI

	3/5-6, 2024
More confident	18%
Makes no difference	34%
Less confident	33%
Don't know	15%

l. The strength of our democracy

	3/5-6, 2024
More confident	27%
Makes no difference	22%
Less confident	43%
Don't know	8%





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10. If Joe Biden wins the 2024 presidential election, does that make you more or less confident in each of the following? (*Continued*)

m. An end to the conflicts in Palestine and Ukraine

	3/5-6, 2024
More confident	20%
Makes no difference	24%
Less confident	43%
Don't know	13%

n. The U.S. becoming less divided

	3/5-6, 2024
More confident	19%
Makes no difference	25%
Less confident	45%
Don't know	10%

o. Stabilization of immigration rates

	3/5-6, 2024
More confident	19%
Makes no difference	22%
Less confident	46%
Don't know	13%

p. Access to abortion and other reproductive healthcare

	3/5-6, 2024
More confident	34%
Makes no difference	30%
Less confident	23%
Don't know	13%





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11. If Donald Trump wins the 2024 presidential election, does that make you more or less confident in each of the following?

**Wording prior to March 2024: Now, on to a different topic. If Donald Trump wins the 2020 presidential election, does that make you more or less confident in each of the following?*

Total More Confident Summary

	9/15-16, 2020	9/29-30, 2020	10/27-28, 2020	3/5-6, 2024
Stabilization of immigration rates	N/A	N/A	N/A	42%
Your family's future well being	N/A	32%	31%	39%
Freedom of speech	N/A	32%	29%	37%
An end to the conflicts in Palestine and Ukraine	N/A	N/A	N/A	34%
Investing in the stock market	24%	N/A	N/A	33%
Going out and about safely in your area	23%	N/A	N/A	32%
Paying your bills	N/A	30%	24%	32%
Getting quality healthcare	27%	N/A	N/A	31%
Our relationship with China	N/A	25%	N/A	31%
The strength of our democracy	N/A	N/A	N/A	31%
The U.S. becoming less divided	N/A	N/A	N/A	28%
Starting home improvement projects	19%	N/A	N/A	24%
Buying a new home	19%	N/A	N/A	23%
Pursuing further education	15%	N/A	N/A	21%
The responsible development of AI	N/A	N/A	N/A	18%
Access to abortion and other reproductive healthcare	N/A	N/A	N/A	18%

a. Your family's future well being

	9/29-30, 2020	10/27-28, 2020	3/5-6, 2024
More confident	43%	45%	39%
Makes no difference	17%	17%	20%
Less confident	32%	30%	34%
Don't know	8%	8%	8%

b. Investing in the stock market

	9/15-16, 2020	3/5-6, 2024
More confident	24%	33%
Makes no difference	34%	30%
Less confident	32%	25%
Don't know	10%	13%





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11. If Donald Trump wins the 2024 presidential election, does that make you more or less confident in each of the following? *(Continued)*

c. Buying a new home

	9/15-16, 2020	3/5-6, 2024
More confident	19%	23%
Makes no difference	41%	38%
Less confident	30%	25%
Don't know	10%	13%

d. Pursuing further education

	9/15-16, 2020	3/5-6, 2024
More confident	15%	21%
Makes no difference	47%	42%
Less confident	26%	25%
Don't know	12%	11%

e. Getting quality healthcare

	9/15-16, 2020	3/5-6, 2024
More confident	27%	31%
Makes no difference	26%	28%
Less confident	40%	29%
Don't know	7%	11%

f. Starting home improvement projects

	9/15-16, 2020	3/5-6, 2024
More confident	19%	24%
Makes no difference	49%	44%
Less confident	25%	21%
Don't know	7%	12%

g. Going out and about safely in your area

	9/15-16, 2020	3/5-6, 2024
More confident	23%	32%
Makes no difference	37%	34%
Less confident	34%	25%
Don't know	6%	9%



PUBLIC POLL FINDINGS AND METHODOLOGY

11. If Donald Trump wins the 2024 presidential election, does that make you more or less confident in each of the following? *(Continued)*

h. Our relationship with China

	9/29-30, 2020	3/5-6, 2024
More confident	25%	31%
Makes no difference	17%	19%
Less confident	46%	36%
Don't know	12%	14%

i. Paying your bills

	9/29-30, 2020	10/27-28, 2020	3/5-6, 2024
More confident	30%	31%	32%
Makes no difference	35%	38%	35%
Less confident	24%	24%	23%
Don't know	10%	7%	9%

j. Freedom of speech

	9/29-30, 2020	10/27-28, 2020	3/5-6, 2024
More confident	41%	43%	37%
Makes no difference	21%	23%	21%
Less confident	29%	26%	31%
Don't know	9%	8%	10%

k. The responsible development of AI

	3/5-6, 2024
More confident	18%
Makes no difference	37%
Less confident	27%
Don't know	18%

l. The strength of our democracy

	3/5-6, 2024
More confident	31%
Makes no difference	21%
Less confident	39%
Don't know	9%



PUBLIC POLL FINDINGS AND METHODOLOGY

11. If Donald Trump wins the 2024 presidential election, does that make you more or less confident in each of the following? (*Continued*)

m. An end to the conflicts in Palestine and Ukraine

	3/5-6, 2024
More confident	34%
Makes no difference	17%
Less confident	32%
Don't know	16%

n. The U.S. becoming less divided

	3/5-6, 2024
More confident	28%
Makes no difference	20%
Less confident	43%
Don't know	9%

o. Stabilization of immigration rates

	3/5-6, 2024
More confident	42%
Makes no difference	19%
Less confident	28%
Don't know	11%

p. Access to abortion and other reproductive healthcare

	3/5-6, 2024
More confident	18%
Makes no difference	31%
Less confident	39%
Don't know	13%





PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are some of the findings of the ninety-first wave of an Ipsos poll conducted between March 5-6, 2024. For this survey, a sample of 1,084 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 ninety-second wave was conducted March 5-6, 2024 among 1,084 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 ($n=1,084$, $DEFF=1.5$, 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, ninetieth, and ninety-first 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.

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

