



# PUBLIC POLL FINDINGS AND METHODOLOGY

## Ipsos Poll on Consumer Behavior

Washington, DC, March 22, 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
3/19-20, 2024 (N=614)	52%	20%	27%
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%



## PUBLIC POLL FINDINGS AND METHODOLOGY

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
<b>11/9-10, 2022 (N=628)</b>	54%	22%	24%
<b>10/25-26, 2022 (N=594)</b>	56%	24%	20%
<b>10/11-12, 2022 (N=611)</b>	62%	21%	18%
<b>9/27-28, 2022 (N=616)</b>	56%	23%	21%
<b>9/13-14, 2022 (N=596)</b>	55%	21%	24%
<b>8/30-31, 2022 (N=584)</b>	57%	20%	23%
<b>8/16-17, 2022 (N=598)</b>	55%	25%	20%
<b>8/2-3, 2022 (N=613)</b>	54%	25%	21%
<b>7/19-20, 2022 (N=588)</b>	58%	25%	17%
<b>6/22-23, 2022 (N=622)</b>	56%	27%	17%
<b>6/7-8, 2022 (N=593)</b>	56%	24%	20%
<b>5/24-25, 2022 (N=571)</b>	56%	26%	18%
<b>5/10-11, 2022 (N=628)</b>	56%	24%	20%
<b>4/26-27, 2022 (N=657)</b>	57%	24%	19%
<b>4/12-13, 2022 (N=663)</b>	58%	24%	19%
<b>3/29-30, 2022 (N=666)</b>	57%	23%	20%
<b>3/15-16, 2022 (N=611)</b>	57%	23%	20%
<b>2/2-3, 2022 (N=1,086)</b>	56%	24%	20%
<b>1/20-21, 2021 (N=603)</b>	34%	48%	18%





# PUBLIC POLL FINDINGS AND METHODOLOGY

## 2. 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)
<b>3/19-20, 2024</b>	23%	47%	21%	9%	1%	70%	29%
<b>3/5-6, 2024</b>	22%	46%	21%	9%	3%	67%	30%
<b>2/21-22, 2024</b>	18%	52%	19%	10%	1%	70%	28%
<b>2/6-7, 2024</b>	20%	46%	19%	12%	3%	67%	31%
<b>1/23-24, 2024</b>	19%	47%	22%	10%	2%	66%	32%
<b>12/5-6, 2023</b>	20%	52%	17%	9%	3%	72%	25%
<b>11/7-8, 2023</b>	21%	47%	21%	9%	2%	68%	31%
<b>10/24-25, 2023</b>	17%	49%	20%	10%	3%	67%	30%
<b>10/10-11, 2023</b>	22%	47%	18%	10%	4%	68%	28%
<b>9/26-27, 2023</b>	21%	50%	19%	9%	2%	71%	27%
<b>9/12-13, 2023</b>	21%	48%	19%	9%	2%	70%	28%
<b>8/29-30, 2023</b>	20%	49%	20%	9%	2%	69%	29%
<b>8/15-16, 2023</b>	25%	43%	24%	7%	2%	68%	31%
<b>8/1-2, 2023</b>	20%	52%	17%	8%	3%	71%	25%
<b>7/18-19, 2023</b>	19%	45%	25%	10%	1%	64%	35%
<b>6/21-22, 2023</b>	20%	48%	20%	8%	3%	69%	28%
<b>6/6-7, 2023</b>	21%	52%	18%	7%	1%	73%	26%
<b>5/23-24, 2023</b>	21%	47%	19%	7%	5%	69%	26%
<b>5/9-10, 2023</b>	17%	48%	24%	9%	3%	65%	32%

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

### Total Agree Summary

	<b>3/19-20, 2024</b>
I trust product recommendations from friends/family	89%
I trust product recommendations from an expert reviewer	74%
I trust product recommendations from a sales associate in a store	65%
I trust product recommendations from a specific store or website's AI tools, based on my purchase history	51%
I trust product recommendations from general AI applications (i.e., ChatGPT, Bard, etc.)	38%

### a. I trust product recommendations from a specific store or website's AI tools, based on my purchase history

	<b>3/19-20, 2024</b>
Strongly agree	11%
Somewhat agree	40%
Somewhat disagree	27%
Strongly disagree	11%
Don't know	11%
<b>Agree (Net)</b>	<b>51%</b>
<b>Disagree (Net)</b>	<b>38%</b>



## PUBLIC POLL FINDINGS AND METHODOLOGY

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

- b. I trust product recommendations from general AI applications (i.e., ChatGPT, Bard, etc.)

	<b>3/19-20, 2024</b>
Strongly agree	10%
Somewhat agree	28%
Somewhat disagree	29%
Strongly disagree	19%
Don't know	14%
<i>Agree (Net)</i>	<b>38%</b>
<i>Disagree (Net)</i>	<b>48%</b>

- c. I trust product recommendations from friends/family

	<b>3/19-20, 2024</b>
Strongly agree	32%
Somewhat agree	58%
Somewhat disagree	6%
Strongly disagree	2%
Don't know	3%
<i>Agree (Net)</i>	<b>89%</b>
<i>Disagree (Net)</i>	<b>7%</b>

- d. I trust product recommendations from a sales associate in a store

	<b>3/19-20, 2024</b>
Strongly agree	16%
Somewhat agree	49%
Somewhat disagree	22%
Strongly disagree	5%
Don't know	8%
<i>Agree (Net)</i>	<b>65%</b>
<i>Disagree (Net)</i>	<b>27%</b>

- e. I trust product recommendations from an expert reviewer

	<b>3/19-20, 2024</b>
Strongly agree	21%
Somewhat agree	53%
Somewhat disagree	14%
Strongly disagree	4%
Don't know	8%
<i>Agree (Net)</i>	<b>74%</b>
<i>Disagree (Net)</i>	<b>19%</b>





## PUBLIC POLL FINDINGS AND METHODOLOGY

4. From the following list, please rank the top three actions that would be most useful for AI to do for you while shopping. Please rank from 1 to 3, with 1 being the most useful.

### Total Ranked 1-3 Summary

	<b>3/19-20, 2024</b>
Recommending a lower priced substitute product to save money (either at the same retailer or another store/website)	56%
Explaining the differences between products	54%
Recommending a list of products you need to make something (e.g. for a recipe or building something)	39%
Summarizing reviews	37%
Recommending new products based on my purchase history	35%
Finding products based on a photo / image upload	31%

#### a. Summarizing reviews

	<b>3/19-20, 2024</b>
Ranked 1	11%
Ranked 2	11%
Ranked 3	15%
Not ranked	63%

#### b. Recommending new products based on my purchase history

	<b>3/19-20, 2024</b>
Ranked 1	9%
Ranked 2	12%
Ranked 3	14%
Not ranked	65%

#### c. Recommending a list of products you need to make something (e.g. for a recipe or building something)

	<b>3/19-20, 2024</b>
Ranked 1	10%
Ranked 2	14%
Ranked 3	15%
Not ranked	61%





## PUBLIC POLL FINDINGS AND METHODOLOGY

4. From the following list, please rank the top three actions that would be most useful for AI to do for you while shopping. Please rank from 1 to 3, with 1 being the most useful.  
(Continued)

- d. Recommending a lower priced substitute product to save money (either at the same retailer or another store/website)

	<b>3/19-20, 2024</b>
Ranked 1	24%
Ranked 2	17%
Ranked 3	15%
Not ranked	44%

- e. Finding products based on a photo / image upload

	<b>3/19-20, 2024</b>
Ranked 1	10%
Ranked 2	11%
Ranked 3	10%
Not ranked	69%

- f. Explaining the differences between products

	<b>3/19-20, 2024</b>
Ranked 1	19%
Ranked 2	19%
Ranked 3	16%
Not ranked	46%

5. **[ASKED IF Q2 ≠ NOT AT ALL FAMILIAR OR “DON’T KNOW]** How often, if at all, do you feel like you use generative AI products/services like ChatGPT, DALL-E, Bard, or Bing chatbot?

	<b>3/19-20, 2024 (N=1,011)</b>
Often	11%
Sometimes	31%
Rarely	27%
Never	32%
<i>Often/Sometimes (Net)</i>	<i>42%</i>
<i>Rarely/Never (Net)</i>	<i>58%</i>



## PUBLIC POLL FINDINGS AND METHODOLOGY

6. **[ASKED IF Q5 ≠ NEVER]** Which of the following, if any, have you used Generative AI products/services for? Select all that apply.

	<b>3/19-20, 2024 (N=691)</b>
Searching for information	43%
Comparing things (e.g., items you want to purchase, places to go, etc.)	26%
Entertainment	25%
Getting personalized recommendations	22%
Getting technical support or customer service support	22%
Creating visual art (e.g., images/video)	22%
Brainstorming	21%
Writing a creative story, poem, song or other creative piece	20%
Completing tasks for work	19%
Writing emails	18%
Organizing information or data that I provide	17%
Summarizing complex subjects	17%
Writing an essay, blog, or social media post	16%
Planning a personal trip, outing, or activity	16%
Completing school assignments	12%
None of the above	13%

7. “Surge pricing” refers to prices changing in real-time based on demand. More kinds of services are experimenting with implementing surge pricing. How willing, if at all, would you be to pay more during “surge” periods for the following?

### Total Willing Summary

	<b>3/19-20, 2024</b>
Fast food	35%
Fine dining	35%
Concert and event tickets	33%
Taxi and transportation services	33%
Movie tickets	32%

#### a. Concert and event tickets

	<b>3/19-20, 2024</b>
Very willing	9%
Somewhat willing	24%
Not very willing	28%
Not at all willing	39%
<i>Willing (Net)</i>	<i>33%</i>
<i>Not Willing (Net)</i>	<i>67%</i>



## PUBLIC POLL FINDINGS AND METHODOLOGY

7. “Surge pricing” refers to prices changing in real-time based on demand. More kinds of services are experimenting with implementing surge pricing. How willing, if at all, would you be to pay more during “surge” periods for the following? (Continued)

b. Fast food

	<b>3/19-20, 2024</b>
Very willing	11%
Somewhat willing	24%
Not very willing	27%
Not at all willing	38%
<i>Willing (Net)</i>	35%
<i>Not Willing (Net)</i>	65%

c. Taxi and transportation services

	<b>3/19-20, 2024</b>
Very willing	8%
Somewhat willing	26%
Not very willing	29%
Not at all willing	38%
<i>Willing (Net)</i>	33%
<i>Not Willing (Net)</i>	67%

d. Movie tickets

	<b>3/19-20, 2024</b>
Very willing	8%
Somewhat willing	24%
Not very willing	28%
Not at all willing	39%
<i>Willing (Net)</i>	32%
<i>Not Willing (Net)</i>	68%

e. Fine dining

	<b>3/19-20, 2024</b>
Very willing	11%
Somewhat willing	24%
Not very willing	27%
Not at all willing	38%
<i>Willing (Net)</i>	35%
<i>Not Willing (Net)</i>	65%





## PUBLIC POLL FINDINGS AND METHODOLOGY

### 8. 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	3/19-20, 2024
I am hopeful for my future	80%	84%	84%	79%	83%
The world today is changing too fast	75%	77%	81%	80%	81%
I tend to buy brands that reflect my personal values	69%	70%	70%	66%	69%
My religion or faith is very important to me	64%	63%	68%	65%	68%
Being a fan of sports is very important to me	49%	51%	53%	53%	49%

#### a. The world today is changing too fast

	1/23-24, 2024	2/6-7, 2024	2/21-22, 2024	3/5-6, 2024	3/19-20, 2024
Strongly agree	33%	35%	39%	33%	37%
Somewhat agree	42%	42%	42%	47%	44%
Somewhat disagree	15%	15%	14%	13%	12%
Strongly disagree	5%	5%	3%	4%	3%
Don't know	4%	3%	3%	3%	4%
<b>Agree (Net)</b>	<b>75%</b>	<b>77%</b>	<b>81%</b>	<b>80%</b>	<b>81%</b>
<b>Disagree (Net)</b>	<b>21%</b>	<b>20%</b>	<b>16%</b>	<b>17%</b>	<b>15%</b>

#### 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	3/19-20, 2024
Strongly agree	21%	21%	24%	25%	20%
Somewhat agree	28%	31%	29%	28%	28%
Somewhat disagree	20%	19%	17%	17%	18%
Strongly disagree	29%	27%	29%	28%	31%
Don't know	2%	2%	2%	2%	2%
<b>Agree (Net)</b>	<b>49%</b>	<b>51%</b>	<b>53%</b>	<b>53%</b>	<b>49%</b>
<b>Disagree (Net)</b>	<b>49%</b>	<b>46%</b>	<b>46%</b>	<b>45%</b>	<b>49%</b>

#### 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	3/19-20, 2024
Strongly agree	36%	34%	41%	37%	36%
Somewhat agree	27%	30%	27%	28%	32%
Somewhat disagree	14%	15%	15%	14%	14%
Strongly disagree	20%	20%	15%	18%	15%
Don't know	3%	2%	3%	3%	3%
<b>Agree (Net)</b>	<b>64%</b>	<b>63%</b>	<b>68%</b>	<b>65%</b>	<b>68%</b>
<b>Disagree (Net)</b>	<b>33%</b>	<b>35%</b>	<b>29%</b>	<b>32%</b>	<b>28%</b>



## PUBLIC POLL FINDINGS AND METHODOLOGY

8. 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	3/19-20, 2024
Strongly agree	33%	35%	43%	35%	37%
Somewhat agree	47%	49%	42%	44%	47%
Somewhat disagree	11%	8%	8%	12%	10%
Strongly disagree	5%	5%	5%	5%	3%
Don't know	4%	4%	3%	4%	3%
<b>Agree (Net)</b>	<b>80%</b>	<b>84%</b>	<b>84%</b>	<b>79%</b>	<b>83%</b>
<b>Disagree (Net)</b>	<b>17%</b>	<b>13%</b>	<b>13%</b>	<b>17%</b>	<b>13%</b>

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

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

### Total Familiar Summary

	3/19-20, 2024
The U.S. House of Representatives passing a bill requiring TikTok to be sold to a non-Chinese company	63%
Congress passing a funding bill to avoid a government shutdown	62%
Oppenheimer winning Best Picture at the Oscars	57%
An outbreak of measles working through the U.S.	46%
Bitcoin reaching a new record high price	35%

a. Oppenheimer winning Best Picture at the Oscars

	3/19-20, 2024
Very familiar	27%
Somewhat familiar	31%
Heard of it, but that's it	27%
Never heard of it	16%
<b>Familiar (Net)</b>	<b>57%</b>
<b>Not Familiar (Net)</b>	<b>43%</b>



## PUBLIC POLL FINDINGS AND METHODOLOGY

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

b. The U.S. House of Representatives passing a bill requiring TikTok to be sold to a non-Chinese company

	<b>3/19-20, 2024</b>
Very familiar	27%
Somewhat familiar	36%
Heard of it, but that's it	22%
Never heard of it	15%
<i>Familiar (Net)</i>	<b>63%</b>
<i>Not Familiar (Net)</i>	<b>37%</b>

c. Congress passing a funding bill to avoid a government shutdown

	<b>3/19-20, 2024</b>
Very familiar	18%
Somewhat familiar	43%
Heard of it, but that's it	26%
Never heard of it	12%
<i>Familiar (Net)</i>	<b>62%</b>
<i>Not Familiar (Net)</i>	<b>38%</b>

d. Bitcoin reaching a new record high price

	<b>3/19-20, 2024</b>
Very familiar	13%
Somewhat familiar	22%
Heard of it, but that's it	34%
Never heard of it	31%
<i>Familiar (Net)</i>	<b>35%</b>
<i>Not Familiar (Net)</i>	<b>65%</b>

e. An outbreak of measles working through the U.S.

	<b>3/19-20, 2024</b>
Very familiar	13%
Somewhat familiar	33%
Heard of it, but that's it	28%
Never heard of it	26%
<i>Familiar (Net)</i>	<b>46%</b>
<i>Not Familiar (Net)</i>	<b>54%</b>



## PUBLIC POLL FINDINGS AND METHODOLOGY

10. 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. Oppenheimer winning Best Picture at the Oscars

	<b>3/19-20, 2024</b>
I care a lot	11%
I care a little	24%
I don't care at all	57%
Don't know	8%

b. The U.S. House of Representatives passing a bill requiring TikTok to be sold to a non-Chinese company

	<b>3/19-20, 2024</b>
I care a lot	27%
I care a little	38%
I don't care at all	28%
Don't know	8%

c. Congress passing a funding bill to avoid a government shutdown

	<b>3/19-20, 2024</b>
I care a lot	45%
I care a little	39%
I don't care at all	10%
Don't know	6%

d. Bitcoin reaching a new record high price

	<b>3/19-20, 2024</b>
I care a lot	12%
I care a little	22%
I don't care at all	57%
Don't know	9%

e. An outbreak of measles working through the U.S.

	<b>3/19-20, 2024</b>
I care a lot	43%
I care a little	41%
I don't care at all	11%
Don't know	4%



## PUBLIC POLL FINDINGS AND METHODOLOGY

11. Thinking about the upcoming men’s and women’s NCAA March Madness, please select all that apply:\*

	3/15-16, 2021	3/15-16, 2022	3/19-20, 2024
I plan to watch the games on TV or cable	22%	25%	28%
I plan to watch the games online or streaming	11%	12%	19%
I plan to watch the games in person with friends and family	8%	10%	18%
I plan to take part in a casual “bracket” challenge**	9%	12%	14%
I only really pay attention to college basketball during the tournament	10%	10%	11%
I plan to watch the games virtually with friends and family	6%	11%	9%
I plan to watch the games in person at a bar or restaurant	6%	9%	8%
I plan to bet on the tournament on a sports betting app***	N/A	7%	8%
I don’t plan to watch any of the games	56%	52%	50%

\*Prior to 2024, question wording read: Thinking about the upcoming NCAA March Madness, please select all that apply”

\*\*Prior to 2024, this item read: “I plan to take part in a ‘bracket”

\*\*\*Prior to 2024, this item read: “I plan to bet on the tournament”





## PUBLIC POLL FINDINGS AND METHODOLOGY

### About the Study

These are some of the findings of the ninety-third wave of an Ipsos poll conducted between March 19-20, 2024. For this survey, a sample of 1,120 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

- The first wave was conducted between April 10-13, 2020, among 1,114 U.S. adults
- The second was conducted April 17-20, 2020, among 1,111 U.S. adults
- The third was conducted April 27-28, 2020, among 1,112 U.S. adults
- The fourth was conducted May 4-5, 2020, among 1,114 U.S. adults
- The fifth wave was conducted May 14-15, 2020, among 1,114 U.S. adults
- The sixth wave was conducted May 28-29, 2020, among 1,113 U.S. adults
- The seventh wave was conducted June 8-9, 2020, among 1,113 U.S. adults
- The eighth wave was conducted June 23-24, 2020, among 1,113 U.S. adults
- The ninth wave was conducted July 21-22, 2020, among 1,115 U.S. adults
- The tenth wave was conducted August 4-5, 2020, among 1,111 U.S. adults
- The eleventh wave was conducted August 18-10, 2020, among 1,115 U.S. adults
- The twelfth wave was conducted September 1-2, 2020, among 1,113 U.S. adults
- The thirteenth wave was conducted September 15-16, 2020, among 1,113 U.S. adults
- The fourteenth wave was conducted September 29-30, 2020, among 1,115 U.S. adults
- The fifteenth wave was conducted October 13-14, 2020, among 1,114 U.S. adults
- The sixteenth wave was conducted October 27-28, 2020, among 1,115 U.S. adults
- The seventeenth wave was conducted November 10-12, 2020, among 1,113 adults
- The eighteenth wave was conducted November 24-25, 2020, among 1,114 adults
- The nineteenth wave was conducted December 9-10, 2020, among 1,112 adults
- The twentieth wave was conducted January 20-21, 2021, among 1,115 adults
- The twenty-first wave was conducted February 2-3, 2021, among 1,115 adults
- The twenty-second wave was conducted February 17-18, 2021, among 1,115 adults
- The twenty-third wave was conducted March 2-3, 2021, among 1,115 adults.
- The twenty-fourth wave was conducted March 15-16, 2021, among 1,115 adults.
- The twenty-fifth wave was conducted March 30-31, 2021, among 1,115 adults.
- The twenty-sixth wave was conducted April 13-14, 2021, among 1,115 adults.
- The twenty-seventh wave was conducted April 27-28, 2021, among 1,115 adults.
- The twenty-eighth wave was conducted May 11-12, 2021, among 1,167 adults.
- The twenty-ninth wave was conducted May 25-26, 2021, among 1,178 adults.
- The thirtieth wave was conducted June 8-9, 2021, among 1,177 adults.
- The thirty-first wave was conducted June 22-23, 2021, among 1,176 adults.
- The thirty-second wave was conducted July 6-7, 2021, among 1,179 adults.
- The thirty-third wave was conducted July 20-21, 2021, among 1,137 adults.
- The thirty-fourth wave was conducted August 3-4, 2021, among 1,174 adults.
- The thirty-fifth wave was conducted August 18-19, 2021, among 1,177 adults.
- The thirty-sixth wave was conducted August 31-September 1, 2021, among 1,166 adults.
- The thirty-seventh wave was conducted September 14-15, 2021, among 1,177 adults.
- The thirty-eighth wave was conducted September 28-29, 2021, among 1,173 adults.
- The thirty-ninth wave was conducted October 12-13, 2021, among 1,174 adults.
- The fortieth wave was conducted October 26-27, 2021, among 1,160 adults.
- The forty-first wave was conducted November 9-10, 2021, among 1,160 adults
- The forty-second wave was conducted November 22-23, 2021, among 1,162 adults





## PUBLIC POLL FINDINGS AND METHODOLOGY

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



## PUBLIC POLL FINDINGS AND METHODOLOGY

- The eighty-sixth wave was conducted October 24-25, 2023 among 1,118 adults
- The eighty-seventh wave was conducted November 7-8, 2023 among 1,120 adults
- The eighty-eighth wave was conducted December 5-6, 2023 among 1,120 adults
- The 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 ninety-third wave was conducted March 19-20, 2024 among 1,120 adults

The sample for this study was randomly drawn from [Ipsos' online panel](#), partner online panel sources, and ["river" sampling](#) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 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=1,120, DEFF=1.5, adjusted Confidence Interval=+/- 5.1 percentage points).

- The forty-sixth wave of this study has a credibility interval of plus or minus 2.5 percentage points.
- The first, fourth, fifth, sixth, seventh, eighth, ninth, eleventh, twelfth, thirteenth, fourteenth, fifteenth, sixteenth, seventeenth, eighteenth, twentieth, twenty-first, twenty-second, twenty-third, twenty-fourth, twenty-fifth, twenty-sixth, twenty-seventh, twenty-eighth, twenty-ninth, thirtieth, thirty-first, thirty-second, thirty-third, thirty-fourth, thirty-fifth, thirty-sixth, thirty-seventh, thirty-eighth, thirty-ninth, fortieth, forty-first, forty second, forty-third, forty-fourth, and forty-fifth waves of this study have a credibility interval of plus or minus 3.3 percentage points for all respondents.
- The second, third, tenth, and nineteenth waves of this study have a credibility interval of plus or minus 3.4 percentage points for all respondents.
- The forty-seventh, forty-eighth, forty-ninth, fiftieth, and fifty-first waves of this study have a credibility interval of plus or minus 3.5 percentage points.
- The fifty-second, fifty-third, fifty-fourth, fifty-fifth, fifty-sixth, fifty-seventh, fifty-eighth, fifty-ninth, sixtieth, sixty-first, sixty-second, sixty-third, sixty-fourth, sixty-fifth, sixty-sixth, sixty-seventh, sixty-eighth, sixty-ninth, seventieth, seventy-first, seventy-second, seventy-third, seventy-fourth, seventy-fifth, seventy-sixth, seventy-seventh, seventy-eighth, seventy-ninth, eightieth, eighty-first, eighty-second, eighty-third, eighty-fourth, eighty-fifth, eighty-sixth, eighty-seventh, eighty-eighth, eighty-eighth and a half, eighty-ninth, ninetieth, ninety-first, and ninety-second waves of this study have a credibility interval of 3.6 percentage points.







## PUBLIC POLL FINDINGS AND METHODOLOGY

**For more information on this news release, please contact:**

Mallory Newall  
Vice President, US  
Public Affairs  
+1 202 420-2014  
[mallory.newall@ipsos.com](mailto:mallory.newall@ipsos.com)

### About Ipsos

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

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

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

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

