



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior

Washington, DC, April 5, 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
4/2-3, 2024 (N=573)	53%	20%	26%
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%



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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. 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	4/2-3, 2024
I am hopeful for my future	80%	84%	84%	79%	83%	84%
The world today is changing too fast	75%	77%	81%	80%	81%	76%
I tend to buy brands that reflect my personal values	69%	70%	70%	66%	69%	66%
My religion or faith is very important to me	64%	63%	68%	65%	68%	65%
Being a fan of sports is very important to me	49%	51%	53%	53%	49%	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	3/19-20, 2024	4/2-3, 2024
Strongly agree	33%	35%	39%	33%	37%	38%
Somewhat agree	42%	42%	42%	47%	44%	38%
Somewhat disagree	15%	15%	14%	13%	12%	16%
Strongly disagree	5%	5%	3%	4%	3%	5%
Don't know	4%	3%	3%	3%	4%	2%
Agree (Net)	75%	77%	81%	80%	81%	76%
Disagree (Net)	21%	20%	16%	17%	15%	22%

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	4/2-3, 2024
Strongly agree	21%	21%	24%	25%	20%	22%
Somewhat agree	28%	31%	29%	28%	28%	31%
Somewhat disagree	20%	19%	17%	17%	18%	16%
Strongly disagree	29%	27%	29%	28%	31%	30%
Don't know	2%	2%	2%	2%	2%	1%
Agree (Net)	49%	51%	53%	53%	49%	53%
Disagree (Net)	49%	46%	46%	45%	49%	46%

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	4/2-3, 2024
Strongly agree	36%	34%	41%	37%	36%	37%
Somewhat agree	27%	30%	27%	28%	32%	28%
Somewhat disagree	14%	15%	15%	14%	14%	15%
Strongly disagree	20%	20%	15%	18%	15%	18%
Don't know	3%	2%	3%	3%	3%	2%
Agree (Net)	64%	63%	68%	65%	68%	65%
Disagree (Net)	33%	35%	29%	32%	28%	33%



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2. 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	4/2-3, 2024
Strongly agree	33%	35%	43%	35%	37%	43%
Somewhat agree	47%	49%	42%	44%	47%	41%
Somewhat disagree	11%	8%	8%	12%	10%	9%
Strongly disagree	5%	5%	5%	5%	3%	4%
Don't know	4%	4%	3%	4%	3%	2%
Agree (Net)	80%	84%	84%	79%	83%	84%
Disagree (Net)	17%	13%	13%	17%	13%	13%

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	4/2-3, 2024
Strongly agree	19%	19%	20%	19%	19%	19%
Somewhat agree	50%	52%	50%	46%	50%	48%
Somewhat disagree	18%	18%	17%	19%	18%	21%
Strongly disagree	8%	6%	6%	8%	6%	6%
Don't know	5%	6%	7%	7%	7%	7%
Agree (Net)	69%	70%	70%	66%	69%	66%
Disagree (Net)	26%	24%	23%	28%	24%	27%

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

Total Familiar Summary

	4/2-3, 2024
A container ship colliding with a bridge in Baltimore, Maryland, causing its collapse	82%
A total solar eclipse, which will be visible across parts of the United States next week	79%
Former FTX CEO Sam Bankman-Fried being sentenced to 25 years in prison	42%
The U.S. Department of Justice filing an antitrust lawsuit against Apple	37%
A trailer filled with approximately 200 Bibles being set on fire in front of a Tennessee church on Easter	17%

a. A container ship colliding with a bridge in Baltimore, Maryland, causing its collapse

	4/2-3, 2024
Very familiar	58%
Somewhat familiar	23%
Heard of it, but that's it	9%
Never heard of it	9%
Familiar (Net)	82%
Not Familiar (Net)	18%



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

- b. A trailer filled with approximately 200 Bibles being set on fire in front of a Tennessee church on Easter

	4/2-3, 2024
Very familiar	5%
Somewhat familiar	11%
Heard of it, but that's it	10%
Never heard of it	73%
<i>Familiar (Net)</i>	<i>17%</i>
<i>Not Familiar (Net)</i>	<i>83%</i>

- c. The U.S. Department of Justice filing an antitrust lawsuit against Apple

	4/2-3, 2024
Very familiar	13%
Somewhat familiar	24%
Heard of it, but that's it	24%
Never heard of it	39%
<i>Familiar (Net)</i>	<i>37%</i>
<i>Not Familiar (Net)</i>	<i>63%</i>

- d. A total solar eclipse, which will be visible across parts of the United States next week

	4/2-3, 2024
Very familiar	51%
Somewhat familiar	28%
Heard of it, but that's it	14%
Never heard of it	7%
<i>Familiar (Net)</i>	<i>79%</i>
<i>Not Familiar (Net)</i>	<i>21%</i>

- e. Former FTX CEO Sam Bankman-Fried being sentenced to 25 years in prison

	4/2-3, 2024
Very familiar	19%
Somewhat familiar	23%
Heard of it, but that's it	15%
Never heard of it	43%
<i>Familiar (Net)</i>	<i>42%</i>
<i>Not Familiar (Net)</i>	<i>58%</i>





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

a. A container ship colliding with a bridge in Baltimore, Maryland, causing its collapse

	4/2-3, 2024
I care a lot	51%
I care a little	34%
I don't care at all	8%
Don't know	6%

b. A trailer filled with approximately 200 Bibles being set on fire in front of a Tennessee church on Easter

	4/2-3, 2024
I care a lot	32%
I care a little	31%
I don't care at all	27%
Don't know	10%

c. The U.S. Department of Justice filing an antitrust lawsuit against Apple

	4/2-3, 2024
I care a lot	20%
I care a little	38%
I don't care at all	29%
Don't know	13%

d. A total solar eclipse, which will be visible across parts of the United States next week

	4/2-3, 2024
I care a lot	32%
I care a little	46%
I don't care at all	16%
Don't know	6%

e. Former FTX CEO Sam Bankman-Fried being sentenced to 25 years in prison

	4/2-3, 2024
I care a lot	11%
I care a little	30%
I don't care at all	45%
Don't know	14%





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5. Which of the following do you worry about the most, in terms of both the severity and the likelihood of it happening?

	4/2-3, 2024
Total economic collapse in the U.S.	33%
World War 3	25%
Climate change	19%
Another pandemic	12%
Killer robots	2%
None of these	9%





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About the Study

These are some of the findings of the ninety-third and a half wave of an Ipsos poll conducted between April 2-3, 2024. For this survey, a sample of 1,082 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 ninety-third wave was conducted March 19-20, 2024 among 1,120 adults
- The ninety-third and a half wave was conducted April 2-3, 2024 among 1,082 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=1,082, 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, ninety-second, and ninety-third waves of this study have a credibility interval of 3.6 percentage points.





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About Ipsos

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