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Ipsos Consumer Habits Poll

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: April 12-14, 2024
Number of total interviews: 1,016

Margin of error: +/- 3.2 percentage points at the 95% confidence level for all respondents

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable

Annotated Questionnaire:

Q1_Summary. In the last week, have you done any of the following?

Total Yes Summary

	Total (N=1,016)
Shopped in-person at a big box store (e.g., Walmart, Target)	61%
Gotten fast food (e.g., McDonalds, Burger King)	52%
Dined in a sit-down restaurant	51%
Gotten a beverage or food item from a specialty coffee chain (e.g., Starbucks, Dunkin)	27%
Ordered food delivery using a delivery app (e.g., Uber Eats, Doordash)	15%

Q1_1. In the last week, have you done any of the following? - Gotten fast food (e.g., McDonalds, Burger King)

	Total (N=1,016)
Yes	52%
No	47%
Skipped	1%



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Q1_2. In the last week, have you done any of the following? - Gotten a beverage or food item from a specialty coffee chain (e.g., Starbucks, Dunkin)

	Total (N=1,016)
Yes	27%
No	72%
Skipped	1%

Q1_3. In the last week, have you done any of the following? - Shopped in-person at a big box store (e.g., Walmart, Target)

	Total (N=1,016)
Yes	61%
No	38%
Skipped	1%

Q1_4. In the last week, have you done any of the following? - Ordered food delivery using a delivery app (e.g., Uber Eats, Doordash)

	Total (N=1,016)
Yes	15%
No	84%
Skipped	1%

Q1_5. In the last week, have you done any of the following? - Dined in a sit-down restaurant

	Total (N=1,016)
Yes	51%
No	48%
Skipped	1%

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Q2. In the last week, when you bought food or household items, what proportion of the purchases were name brand items vs generic or store brand items?

	Total (N=1,016)
All or almost all name brand	7%
Mostly name brand	17%
About half and half	41%
Mostly store brand	23%
All or almost all store brand	10%
Skipped	1%
<i>All or almost all/Mostly name brand (net)</i>	<i>24%</i>
<i>All or almost all/Mostly store brand (net)</i>	<i>33%</i>



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About the Study

This Ipsos poll was conducted April 12-14, 2024, using the probability-based KnowledgePanel®. This poll is based on a representative probability sample of 1,016 general population adults age 18 or older in the United States.

The margin of sampling error for this study is plus or minus 3.2 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.11. The margin of sampling error is higher and varies for results based on other sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult U.S. population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data for the total sample were weighted to adjust for gender by age, race/ethnicity, Census region, education, household income, metropolitan status, and political party identification. The demographic benchmarks came from the 2023 March Supplement of the Current Population Survey (CPS). Political Party Benchmarks came from high quality polling. More details about the weighting benchmarks for this study can be found below:

- Gender (Male, Female) by Age (18–29, 30–44, 45–59, and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other or 2+ Races Non-Hispanic, Hispanic)
- Education (High School graduate or less, Some College, Bachelors and beyond)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Political party (Republican, Democrat, Independent, Other/Not Asked/Skipped)





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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

