



# PUBLIC POLL FINDINGS AND METHODOLOGY

## Ipsos Poll on Consumer Behavior

Washington, DC, May 3, 2024

### 1. What level of threat do you think the coronavirus poses to you personally?

	<i>High threat (Net)</i>	Very high threat	High threat	Moderate threat	<i>Low threat (Net)</i>	Low threat	Very low threat	Don't know
<b>4/30-5/1, 2024 (N=1,081)</b>	12%	4%	8%	25%	59%	26%	33%	3%
<b>2/6-7, 2024 (N=1,120)</b>	15%	7%	8%	30%	51%	27%	24%	4%
<b>1/23-24, 2024 (N=1,118)</b>	14%	6%	9%	33%	49%	26%	23%	4%
<b>1/9-10, 2024 (N=1,119)</b>	14%	5%	9%	30%	53%	26%	26%	3%
<b>10/10-11, 2023 (N=1,119)</b>	19%	6%	13%	28%	50%	25%	25%	3%
<b>9/26-27, 2023 (N=1,116)</b>	16%	6%	10%	34%	47%	24%	24%	3%
<b>9/12-13, 2023 (N=1,116)</b>	20%	5%	15%	29%	49%	25%	24%	2%
<b>8/29-30, 2023 (N=1,103)</b>	15%	5%	10%	31%	51%	23%	28%	2%
<b>4/11-12, 2023 (N=1,120)</b>	20%	9%	11%	25%	52%	23%	29%	3%
<b>3/14-15, 2023 (N=1,119)</b>	13%	5%	8%	26%	58%	27%	31%	3%
<b>2/14-15, 2023 (N=1,109)</b>	20%	7%	12%	33%	44%	26%	18%	3%
<b>1/18-19, 2023 (N=1,119)</b>	18%	6%	12%	36%	43%	22%	20%	3%



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## 1. What level of threat do you think the coronavirus poses to you personally? (Continued)

	High threat (Net)	Very high threat	High threat	Moderate threat	Low threat (Net)	Low threat	Very low threat	Don't know
12/7-8, 2022 (N=1,118)	22%	6%	16%	32%	42%	23%	19%	4%
11/9-10, 2022 (N=1,115)	17%	7%	11%	33%	47%	25%	22%	3%
10/25-26, 2022 (N=1,120)	23%	8%	15%	34%	40%	22%	19%	3%
10/11-12, 2022 (N=1,120)	21%	7%	14%	33%	41%	23%	18%	4%
9/27-28, 2022 (N=1,120)	21%	7%	15%	34%	42%	22%	20%	3%
9/13-14, 2022 (N=1,118)	25%	10%	15%	31%	41%	23%	18%	2%
8/30-31, 2022 (N=1,110)	23%	8%	15%	32%	42%	24%	18%	2%
8/16-17, 2022 (N=1,120)	23%	9%	14%	34%	41%	21%	20%	2%
8/2-3, 2022 (N=1,119)	23%	11%	13%	35%	39%	21%	17%	3%
7/19-20, 2022 (N=1,120)	25%	9%	15%	33%	40%	21%	19%	3%
6/22-23, 2022 (N=1,117)	25%	10%	15%	34%	38%	19%	9%	3%
6/7-8, 2022 (N=1,117)	23%	9%	14%	35%	40%	20%	21%	2%
5/24-25, 2022 (N=1,120)	22%	8%	14%	36%	39%	20%	19%	2%
5/10-11, 2022 (N=1,120)	27%	9%	18%	31%	40%	21%	19%	2%
4/26-27, 2022 (N=1,136)	23%	10%	14%	32%	41%	22%	19%	4%
4/12-13, 2022 (N=1,165)	24%	9%	15%	33%	41%	22%	19%	2%
3/29-30, 2022 (N=1,152)	24%	10%	15%	31%	41%	24%	18%	3%
3/15-16, 2022 (N=1,154)	27%	12%	15%	29%	41%	21%	20%	3%
3/1-2, 2022 (N=1,154)	27%	11%	16%	33%	37%	19%	18%	2%
2/15-16, 2022 (N=1,156)	26%	10%	17%	34%	37%	21%	17%	3%
2/1-3, 2022 (N=2,010)	29%	11%	18%	35%	34%	20%	14%	2%
1/18-19, 2022 (N=1,158)	35%	15%	20%	35%	28%	14%	14%	2%
1/4-5, 2022 (N=1,158)	35%	13%	22%	32%	30%	17%	13%	3%



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## 1. What level of threat do you think the coronavirus poses to you personally? (Continued)

	High threat (Net)	Very high threat	High threat	Moderate threat	Low threat (Net)	Low threat	Very low threat	Don't know
12/7-8, 2021 (N=1,160)	30%	12%	17%	33%	34%	20%	14%	3%
11/22-23, 2021 (N=1,162)	21%	9%	12%	34%	42%	23%	20%	2%
11/9-10, 2021 (N=1,160)	24%	9%	15%	33%	22%	22%	19%	3%
10/26-27, 2021 (N=1,160)	26%	12%	14%	34%	37%	22%	15%	3%
10/12-13, 2021 (N=1,174)	29%	10%	18%	33%	36%	20%	15%	3%
9/28-29, 2021 (N=1,173)	27%	11%	16%	34%	37%	20%	17%	2%
9/14-15, 2021 (N=1,177)	30%	12%	18%	31%	36%	21%	15%	2%
8/31-9/1, 2021 (N= 1,166)	29%	12%	17%	35%	34%	19%	15%	1%
8/18-19, 2021 (N=1,177)	28%	12%	16%	36%	33%	18%	15%	3%
8/3-4, 2021 (N=1,174)	28%	11%	16%	33%	36%	19%	17%	3%
7/20-21, 2021 (N=1,137)	25%	12%	13%	30%	43%	22%	22%	2%
7/6-7, 2021 (N=1,179)	19%	8%	11%	29%	50%	24%	25%	2%
6/22-23, 2021 (N=1,176)	18%	7%	11%	27%	53%	26%	27%	2%
6/8-9, 2021 (N=1,177)	17%	6%	11%	28%	54%	27%	26%	2%
5/25-26, 2021 (N=1,178)	22%	9%	13%	29%	46%	24%	23%	2%
5/11-12, 2021 (N=1,167)	25%	10%	15%	25%	48%	22%	26%	2%
4/27-28, 2021 (N=1,115)	25%	10%	15%	30%	43%	23%	20%	2%
4/13-14, 2021 (N=1,115)	26%	10%	15%	32%	42%	21%	20%	1%
3/30-31, 2021 (N=1,115)	27%	11%	16%	33%	37%	18%	19%	3%
3/2-3, 2021 (N=1,115)	33%	14%	19%	35%	32%	19%	12%	1%
2/17-18, 2021 (N=1,115)	34%	15%	19%	34%	30%	15%	15%	2%
2/2-3, 2021 (N=1,115)	35%	13%	22%	34%	29%	16%	14%	1%
1/20-21, 2021 (N=1,115)	41%	18%	23%	34%	25%	15%	10%	1%



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## 1. What level of threat do you think the coronavirus poses to you personally? (Continued)

	<i>High threat (Net)</i>	Very high threat	High threat	Moderate threat	<i>Low threat (Net)</i>	Low threat	Very low threat	Don't know
<b>12/9-10, 2020 (N=1,112)</b>	39%	17%	22%	34%	25%	15%	10%	1%
<b>11/24-25, 2020 (N=1,114)</b>	40%	18%	21%	36%	23%	14%	9%	2%
<b>11/10-11, 2020 (N=1,113)</b>	40%	16%	23%	33%	25%	15%	11%	2%
<b>10/27-28, 2020 (N=1,115)</b>	38%	17%	20%	34%	27%	16%	11%	2%
<b>10/13-14, 2020 (N=1,114)</b>	36%	16%	21%	33%	29%	17%	12%	1%
<b>9/29-30, 2020 (N=1,115)</b>	35%	16%	18%	34%	30%	17%	13%	2%
<b>9/15-16, 2020 (N=1,113)</b>	36%	18%	18%	33%	29%	16%	12%	1%
<b>9/1-2, 2020 (N=1,113)</b>	33%	14%	19%	33%	32%	19%	14%	1%
<b>8/18-19, 2020 (N=1115)</b>	34%	14%	20%	37%	28%	17%	11%	1%
<b>8/4-5, 2020 (N=1,111)</b>	33%	14%	19%	37%	29%	17%	12%	2%
<b>7/21-22, 2020 (N=1,115)</b>	34%	15%	19%	36%	29%	19%	10%	1%
<b>6/23-24, 2020 (N=1,113)</b>	31%	14%	17%	34%	33%	20%	12%	2%
<b>6/8-9, 2020 (N=1,113)</b>	28%	12%	16%	32%	38%	23%	16%	2%
<b>5/28-29, 2020 (N=1,113)</b>	30%	12%	18%	34%	34%	20%	14%	2%
<b>5/14-15, 2020 (N=1,114)</b>	31%	13%	18%	36%	30%	18%	12%	3%
<b>5/4-5, 2020 (N=1,114)</b>	34%	15%	19%	35%	28%	17%	11%	2%
<b>4/27-28, 2020 (N=1,112)</b>	32%	15%	17%	34%	31%	20%	11%	3%
<b>4/17-20, 2020 (N=1,111)</b>	32%	10%	22%	35%	31%	21%	10%	2%



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2. When it comes to planning for the future after the COVID-19 pandemic, which of the following best describes you?

	I'm stuck about what to do next	I have a lot of uncertainty	I have some uncertainty	I have no uncertainty
4/30-5/1, 2024	5%	12%	35%	49%
4/11-12,2023	6%	13%	39%	42%
3/14-15,2023	5%	13%	37%	45%
2/14-15, 2023	4%	16%	43%	37%
1/18-19, 2023	4%	15%	44%	36%
12/7-8, 2022	5%	18%	44%	33%
11/9-10 2022	5%	17%	41%	37%
10/25-26, 2022	7%	20%	45%	28%
10/11-12, 2022	5%	19%	42%	34%
9/27-28, 2022	6%	17%	43%	33%
9/13-14, 2022	5%	18%	45%	32%
8/30-31, 2022	4%	19%	46%	30%
8/16-17, 2022	6%	19%	44%	32%
8/2-3, 2022	6%	22%	46%	26%
7/19-20, 2022	6%	18%	46%	30%
6/22-23, 2022	8%	22%	42%	28%
6/7-8, 2022	7%	19%	45%	30%
5/24-25, 2022	11%	17%	44%	29%
5/10-11, 2022	8%	23%	41%	29%
4/26-27, 2022	7%	21%	42%	30%
4/12-13, 2022	9%	17%	44%	31%
3/29-30, 2022	7%	18%	48%	27%
3/15-16, 2022	9%	22%	42%	27%
3/1-2, 2022	8%	18%	47%	27%
2/15-16, 2022	9%	20%	44%	26%
2/1-3, 2022	9%	23%	44%	24%
1/18-19, 2022	11%	27%	40%	21%
1/4-5, 2022	10%	27%	43%	20%
12/7-8, 2021	8%	20%	47%	24%
11/22-23, 2021	7%	21%	46%	26%
11/9-10, 2021	7%	21%	46%	27%
10/26-27, 2021	10%	21%	46%	23%
10/12-13, 2021	7%	23%	47%	23%
9/28-29, 2021	8%	22%	47%	22%
9/14-15, 2021	7%	26%	45%	22%
8/31-9/1, 2021	6%	23%	48%	23%
8/18-19, 2021	8%	23%	48%	21%
8/3-4, 2021	8%	23%	47%	22%
7/20-21, 2021	9%	17%	47%	28%
7/6-7, 2021	6%	14%	49%	30%
6/22-23, 2021	6%	17%	47%	29%
6/8-9, 2021	7%	16%	50%	27%
5/25-26, 2021	9%	20%	49%	23%
5/11-12, 2021	9%	18%	47%	26%
4/27-28, 2021	8%	18%	53%	21%



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2. When it comes to planning for the future after the COVID-19 pandemic, which of the following best describes you? *(Continued)*

	I'm stuck about what to do next	I have a lot of uncertainty	I have some uncertainty	I have no uncertainty
<b>4/13-14, 2021</b>	9%	19%	49%	23%
<b>3/30-31, 2021</b>	9%	23%	48%	20%
<b>3/15-16, 2021</b>	10%	21%	49%	20%
<b>3/2-3, 2021</b>	9%	24%	52%	16%
<b>2/17-18, 2021</b>	10%	26%	46%	18%
<b>2/2-3, 2021</b>	7%	29%	47%	17%
<b>1/20-21, 2021</b>	7%	28%	46%	19%
<b>12/9-10, 2020</b>	9%	28%	46%	17%
<b>11/24-25, 2020</b>	9%	29%	46%	16%
<b>11/10-11, 2020</b>	9%	31%	46%	14%
<b>10/27-28, 2020</b>	12%	32%	42%	13%
<b>10/13-14, 2020</b>	11%	30%	43%	16%
<b>9/29-30, 2020</b>	11%	29%	43%	18%
<b>9/15-16, 2020</b>	10%	29%	43%	18%
<b>9/1-2, 2020</b>	9%	32%	42%	16%
<b>8/18-19, 2020</b>	11%	33%	44%	13%
<b>8/4-5, 2020</b>	9%	31%	45%	15%
<b>7/21-22, 2020</b>	10%	32%	46%	12%
<b>6/23-24, 2020</b>	7%	32%	46%	15%
<b>6/8-9, 2020</b>	7%	30%	46%	18%
<b>5/28-29, 2020</b>	7%	28%	48%	18%
<b>5/14-15, 2020</b>	10%	30%	42%	18%
<b>5/4-5, 2020</b>	9%	33%	44%	15%





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3. For each of the statements below, indicate your level of agreement.

## Total Agree Summary

	6/23-24, 2020	8/18-19, 2020	2/2-3, 2021	2/17-18, 2021	9/14-15, 2021	2/1-3, 2022	3/15-16, 2022	4/12-13, 2022	8/16-17, 2022	8/30-31, 2022	2/14-15, 2023	8/29-30, 2023	4/30-5/1, 2024
Even if it's a small amount, I can put money away each month	64%	62%	N/A	N/A	65%	N/A	55%	58%	N/A	N/A	N/A	N/A	68%
<b>[ASK IF AGE 18-39]</b> I want to wait to start or grow my family until I am in better financial shape	53%	55%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	53%	49%	50%	55%
I feel like I have enough saved in case something unplanned happens (i.e. home repairs, car repairs etc.)	51%	52%	48%	54%	49%	48%	50%	46%	39%	40%	40%	54%	51%
I believe I will be better off than my parents *	44%	45%	44%	47%	46%	44%	46%	42%	36%	41%	40%	46%	50%
After paying my bills, I do not have money left to spend on the things I want	37%	38%	37%	36%	40%	42%	39%	43%	46%	48%	45%	37%	39%
I worry about paying all of my bills each month	34%	37%	34%	32%	36%	42%	42%	41%	44%	46%	39%	39%	35%

\*Prior to 8/19, question text read "I believe I will be better off than my parents"

\*From 8/18-19, 2020 – 8/29-30, 2023, this item read "I believe I will be better off financially than my parents"



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3. For each of the statements below, indicate your level of agreement. (Continued)

a. After paying my bills, I do not have money left to spend on the things I want

	5/4-5, 2020	6/23-24, 2020	8/18-19, 2020	2/2-3, 2021	2/17-18, 2021	9/14-15, 2021	2/1-3, 2022	3/15-16, 2022	4/12-13, 2022	8/16-17, 2022	8/30-31, 2022	2/14-15, 2023	8/29-30, 2023	4/30-5/1, 2024
Strongly agree	16%	16%	17%	17%	15%	16%	20%	15%	19%	19%	23%	20%	16%	16%
Somewhat agree	20%	21%	21%	20%	21%	23%	23%	25%	24%	27%	26%	25%	22%	23%
Neither agree nor disagree	23%	21%	20%	19%	19%	18%	20%	21%	22%	23%	19%	20%	18%	15%
Somewhat disagree	22%	23%	21%	23%	24%	25%	19%	24%	22%	19%	20%	20%	25%	23%
Strongly disagree	20%	19%	20%	21%	20%	18%	19%	16%	13%	13%	12%	14%	20%	23%
<b>Agree (Net)</b>	<b>36%</b>	<b>37%</b>	<b>38%</b>	<b>37%</b>	<b>36%</b>	<b>40%</b>	<b>42%</b>	<b>39%</b>	<b>43%</b>	<b>46%</b>	<b>48%</b>	<b>45%</b>	<b>37%</b>	<b>39%</b>
<b>Disagree (Net)</b>	<b>41%</b>	<b>42%</b>	<b>41%</b>	<b>44%</b>	<b>44%</b>	<b>42%</b>	<b>37%</b>	<b>40%</b>	<b>35%</b>	<b>32%</b>	<b>33%</b>	<b>34%</b>	<b>45%</b>	<b>46%</b>

b. Even if it's a small amount, I can put money away each month

	4/27-28, 2020	5/4-5, 2020	6/23-24, 2020	8/18-19, 2020	9/14-15, 2021	3/15-16, 2022	4/12-13, 2022	4/30-5/1, 2024
Strongly agree	25%	25%	27%	24%	27%	23%	20%	34%
Somewhat agree	38%	37%	37%	38%	37%	32%	37%	34%
Neither agree nor disagree	19%	19%	18%	16%	18%	25%	21%	15%
Somewhat disagree	10%	11%	11%	12%	9%	14%	11%	9%
Strongly disagree	8%	8%	8%	11%	9%	6%	10%	8%
<b>Agree (Net)</b>	<b>63%</b>	<b>62%</b>	<b>64%</b>	<b>62%</b>	<b>65%</b>	<b>55%</b>	<b>58%</b>	<b>68%</b>
<b>Disagree (Net)</b>	<b>18%</b>	<b>19%</b>	<b>19%</b>	<b>23%</b>	<b>17%</b>	<b>20%</b>	<b>21%</b>	<b>17%</b>





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3. For each of the statements below, indicate your level of agreement. *(Continued)*

c. I believe I will be better off than my parents\*

	5/4-5, 2020	6/23-24, 2020	8/18-19, 2020	2/2-3, 2021	2/17-18, 2021	9/14-15, 2021	2/1-3, 2022	3/15-16, 2022	4/12-13, 2022	8/16-17, 2022	8/30-31, 2022	2/14-15, 2023	8/29-30, 2023	4/30-5/1, 2024
Strongly agree	17%	18%	19%	18%	18%	18%	19%	19%	14%	11%	15%	15%	18%	23%
Somewhat agree	26%	26%	25%	26%	29%	28%	25%	28%	28%	25%	25%	24%	27%	27%
Neither agree nor disagree	34%	30%	32%	31%	27%	30%	33%	31%	34%	30%	29%	28%	28%	29%
Somewhat disagree	14%	14%	13%	14%	16%	14%	14%	14%	13%	16%	16%	18%	15%	13%
Strongly disagree	10%	11%	10%	11%	10%	9%	9%	9%	11%	18%	14%	15%	12%	8%
<b>Agree (Net)</b>	<b>42%</b>	<b>44%</b>	<b>45%</b>	<b>44%</b>	<b>47%</b>	<b>46%</b>	<b>44%</b>	<b>46%</b>	<b>42%</b>	<b>36%</b>	<b>41%</b>	<b>40%</b>	<b>46%</b>	<b>50%</b>
<b>Disagree (Net)</b>	<b>24%</b>	<b>26%</b>	<b>23%</b>	<b>25%</b>	<b>25%</b>	<b>23%</b>	<b>23%</b>	<b>23%</b>	<b>24%</b>	<b>34%</b>	<b>30%</b>	<b>33%</b>	<b>27%</b>	<b>21%</b>

\*Prior to 8/19, question text read "I believe I will be better off than my parents"

\*From 8/18-19, 2020 – 8/29-30, 2023, this item read "I believe I will be better off financially than my parents"

d. I worry about paying all of my bills each month

	5/4-5, 2020	6/23-24, 2020	8/18-19, 2020	2/2-3, 2021	2/17-18, 2021	9/14-15, 2021	2/1-3, 2022	3/15-16, 2022	4/12-13, 2022	8/16-17, 2022	8/30-31, 2022	2/14-15, 2023	8/29-30, 2023	4/30-5/1, 2024
Strongly agree	12%	12%	17%	13%	14%	15%	19%	16%	17%	19%	21%	17%	14%	15%
Somewhat agree	21%	22%	20%	20%	18%	21%	23%	26%	24%	25%	25%	23%	24%	20%
Neither agree nor disagree	21%	17%	18%	18%	19%	20%	18%	20%	21%	22%	19%	19%	18%	15%
Somewhat disagree	22%	23%	20%	22%	20%	21%	17%	17%	20%	17%	16%	21%	16%	22%
Strongly disagree	25%	26%	26%	26%	28%	23%	22%	22%	19%	17%	19%	21%	27%	28%
<b>Agree (Net)</b>	<b>33%</b>	<b>34%</b>	<b>37%</b>	<b>34%</b>	<b>32%</b>	<b>36%</b>	<b>42%</b>	<b>42%</b>	<b>41%</b>	<b>44%</b>	<b>46%</b>	<b>39%</b>	<b>39%</b>	<b>35%</b>
<b>Disagree (Net)</b>	<b>46%</b>	<b>49%</b>	<b>45%</b>	<b>49%</b>	<b>49%</b>	<b>44%</b>	<b>39%</b>	<b>39%</b>	<b>38%</b>	<b>34%</b>	<b>35%</b>	<b>42%</b>	<b>44%</b>	<b>49%</b>



## PUBLIC POLL FINDINGS AND METHODOLOGY

3. For each of the statements below, indicate your level of agreement. *(Continued)*

e. **[ASK ONLY IF AGE 18-39]** I want to wait to start or grow my family until I am in better financial shape

	4/27-28, 2020 (N=389)	5/4-5, 2020 (N=432)	6/23-24, 2020 (N=394)	8/18-19, 2020 (N=380)	8/30-31, 2022 (N=402)	2/14-15, 2023 (N=398)	8/29-30, 2023 (N=384)	4/30-5/1, 2024 (N=402)
Strongly agree	32%	23%	28%	32%	26%	24%	27%	26%
Somewhat agree	21%	26%	23%	23%	27%	25%	23%	29%
Neither agree nor disagree	29%	30%	30%	25%	30%	29%	30%	26%
Somewhat disagree	7%	7%	9%	10%	7%	9%	10%	6%
Strongly disagree	12%	13%	10%	10%	10%	13%	10%	13%
<i>Agree (Net)</i>	52%	49%	51%	55%	53%	49%	50%	55%
<i>Disagree (Net)</i>	19%	20%	18%	20%	17%	22%	20%	19%

f. I feel like I have enough saved in case something unplanned happens (i.e. home repairs, car repairs etc.)

	5/4-5, 2020	6/23-24, 2020	8/18-19, 2020	2/2-3, 2021	2/17-18, 2021	9/14-15, 2021	2/1-3, 2022	3/15-16, 2022	4/12-13, 2022	8/16-17, 2022	8/30-31, 2022	2/14-15, 2023	8/29-30, 2023	4/30-5/1, 2024
Strongly agree	18%	20%	20%	19%	22%	18%	21%	19%	17%	13%	14%	15%	22%	23%
Somewhat agree	31%	31%	32%	30%	32%	30%	27%	31%	29%	26%	26%	25%	32%	27%
Neither agree nor disagree	22%	18%	18%	17%	16%	19%	19%	19%	23%	22%	22%	21%	17%	16%
Somewhat disagree	15%	15%	12%	15%	13%	15%	15%	12%	15%	18%	15%	19%	14%	14%
Strongly disagree	14%	15%	18%	19%	17%	17%	19%	19%	16%	21%	23%	20%	15%	20%
<i>Agree (Net)</i>	49%	51%	52%	48%	54%	49%	48%	50%	46%	39%	40%	40%	54%	51%
<i>Disagree (Net)</i>	29%	30%	30%	34%	30%	32%	33%	31%	31%	39%	38%	39%	30%	34%



## PUBLIC POLL FINDINGS AND METHODOLOGY

4. Do you have a single source of income, or do you earn income in a few different ways or through different jobs?

	<b>8/4-5, 2020</b>	<b>8/31-9/1, 2021</b>	<b>10/11-12, 2022</b>	<b>4/30-5/1, 2024</b>
Multiple sources	32%	32%	29%	34%
Single source of income – salaried	33%	30%	25%	29%
Single source of income – not salaried	21%	22%	30%	24%
I don't have an income	11%	13%	13%	12%
Don't know	3%	3%	4%	1%

5. **[ASKED ONLY IF EMPLOYED]** When thinking of your work situation, which of the following, if any, apply?

	<b>4/30-5/1, 2024 (N=550)</b>
I work 35-40 hours a week at one job	63%
I get paid when I work overtime	25%
I find it easy to get enough shifts and hours where I work	21%
I am not working as many hours as I need to pay my bills	11%
I often work overtime, but don't get paid for doing so	10%
In the past few years, I've taken a new job at lower pay than my previous one	7%
None of the above	8%





## PUBLIC POLL FINDINGS AND METHODOLOGY

6. **[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
4/30-5/1, 2024 (N=550)	51%	20%	29%
4/16-17, 2024 (N=531)	51%	21%	28%
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%



## PUBLIC POLL FINDINGS AND METHODOLOGY

6. **[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

### 7. Do you have a credit card?

	<b>4/30-5/1, 2024</b>
Yes, I have at least one card that gives me rewards or points	71%
Yes, I have a card that DOES NOT give me any rewards or points	14%
No, I do not have any credit cards	20%
<b>Yes (net)</b>	<b>80%</b>

### 8. **[ASKED IF Q7=YES]** When thinking about how you use your credit card(s), do any of the following apply to you, or not? Select all that apply.

	<b>4/30-5/1, 2024 (N=837)</b>
I pay my credit card balance in full every month to avoid interest charges	53%
I use my credit card primarily for its convenience	45%
I use my credit card to build and improve my credit score	44%
I use my credit card to better manage my monthly budget	25%
I often rely on my credit card for emergency expenses	23%
<b>[ASKED IF Q7 = HAS A REWARDS CARD]</b> I use the rewards to pay for things or experiences I couldn't afford otherwise	(N=736) 15%
I "shop around" for different credit cards to apply for based on their rewards or perks offered	13%
None of these	3%





## PUBLIC POLL FINDINGS AND METHODOLOGY

9. **[ASKED IF Q7=YES]** To what extent do you agree or disagree with the following statements?

### Total Agree Summary

	<b>4/30-5/1, 2024 (N=837)</b>
<b>[ASKED IF Q7 = HAS A REWARDS CARD]</b> I value the rewards I get	(N=736) 80%
<b>[ASKED IF Q7 = HAS A REWARDS CARD]</b> I prefer using my credit card because of the rewards/points I can earn	(N=736) 68%
<b>[ASKED IF Q7 = HAS A REWARDS CARD]</b> If the rewards weren't offered, I would buy fewer things on my credit card	(N=736) 37%
I feel that my spending increases when I use my credit card instead of cash/a debit card	35%
<b>[ASKED IF Q7 = HAS A REWARDS CARD]</b> I'm bothered thinking that the fees other people pay when they use credit cards fund my rewards	(N=736) 15%

- a. **[ASKED IF Q7 = HAS A REWARDS CARD]** I value the rewards I get

	<b>4/30-5/1, 2024 (N=736)</b>
Strongly agree	38%
Somewhat agree	42%
Neither agree nor disagree	15%
Somewhat disagree	3%
Strongly disagree	2%
<i>Agree (Net)</i>	80%
<i>Disagree (Net)</i>	5%

- b. **[ASKED IF Q7 = HAS A REWARDS CARD]** I'm bothered thinking that the fees other people pay when they use credit cards fund my rewards

	<b>4/30-5/1, 2024 (N=736)</b>
Strongly agree	3%
Somewhat agree	12%
Neither agree nor disagree	36%
Somewhat disagree	24%
Strongly disagree	25%
<i>Agree (Net)</i>	15%
<i>Disagree (Net)</i>	49%





## PUBLIC POLL FINDINGS AND METHODOLOGY

9. **[ASKED IF Q7=YES]** To what extent do you agree or disagree with the following statements?

c. **[ASKED IF Q7 = HAS A REWARDS CARD]** I prefer using my credit card because of the rewards/points I can earn

	<b>4/30-5/1, 2024 (N=736)</b>
Strongly agree	33%
Somewhat agree	34%
Neither agree nor disagree	17%
Somewhat disagree	8%
Strongly disagree	6%
<i>Agree (Net)</i>	<b>68%</b>
<i>Disagree (Net)</i>	<b>15%</b>

d. I feel that my spending increases when I use my credit card instead of cash/a debit card

	<b>4/30-5/1, 2024</b>
Strongly agree	10%
Somewhat agree	25%
Neither agree nor disagree	26%
Somewhat disagree	23%
Strongly disagree	16%
<i>Agree (Net)</i>	<b>35%</b>
<i>Disagree (Net)</i>	<b>39%</b>

e. **[ASKED IF Q7 = HAS A REWARDS CARD]** If the rewards weren't offered, I would buy fewer things on my credit card

	<b>4/30-5/1, 2024 (N=736)</b>
Strongly agree	15%
Somewhat agree	22%
Neither agree nor disagree	29%
Somewhat disagree	22%
Strongly disagree	11%
<i>Agree (Net)</i>	<b>37%</b>
<i>Disagree (Net)</i>	<b>34%</b>







# PUBLIC POLL FINDINGS AND METHODOLOGY

## 10. 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	4/16-17, 2024	4/30-5/1, 2024
I am hopeful for my future	80%	84%	84%	79%	83%	84%	80%	81%
The world today is changing too fast	75%	77%	81%	80%	81%	76%	74%	77%
I tend to buy brands that reflect my personal values	69%	70%	70%	66%	69%	66%	73%	64%
My religion or faith is very important to me	64%	63%	68%	65%	68%	65%	60%	63%
Being a fan of sports is very important to me	49%	51%	53%	53%	49%	53%	48%	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	4/2-3, 2024	4/16-17, 2024	4/30-5/1, 2024
Strongly agree	33%	35%	39%	33%	37%	38%	34%	37%
Somewhat agree	42%	42%	42%	47%	44%	38%	40%	39%
Somewhat disagree	15%	15%	14%	13%	12%	16%	19%	16%
Strongly disagree	5%	5%	3%	4%	3%	5%	5%	4%
Don't know	4%	3%	3%	3%	4%	2%	2%	3%
<b>Agree (Net)</b>	<b>75%</b>	<b>77%</b>	<b>81%</b>	<b>80%</b>	<b>81%</b>	<b>76%</b>	<b>74%</b>	<b>77%</b>
<b>Disagree (Net)</b>	<b>21%</b>	<b>20%</b>	<b>16%</b>	<b>17%</b>	<b>15%</b>	<b>22%</b>	<b>24%</b>	<b>20%</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	4/2-3, 2024	4/16-17, 2024	4/30-5/1, 2024
Strongly agree	21%	21%	24%	25%	20%	22%	18%	22%
Somewhat agree	28%	31%	29%	28%	28%	31%	30%	27%
Somewhat disagree	20%	19%	17%	17%	18%	16%	19%	18%
Strongly disagree	29%	27%	29%	28%	31%	30%	31%	31%
Don't know	2%	2%	2%	2%	2%	1%	2%	2%
<b>Agree (Net)</b>	<b>49%</b>	<b>51%</b>	<b>53%</b>	<b>53%</b>	<b>49%</b>	<b>53%</b>	<b>48%</b>	<b>49%</b>
<b>Disagree (Net)</b>	<b>49%</b>	<b>46%</b>	<b>46%</b>	<b>45%</b>	<b>49%</b>	<b>46%</b>	<b>50%</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	4/2-3, 2024	4/16-17, 2024	4/30-5/1, 2024
Strongly agree	36%	34%	41%	37%	36%	37%	34%	37%
Somewhat agree	27%	30%	27%	28%	32%	28%	26%	26%
Somewhat disagree	14%	15%	15%	14%	14%	15%	14%	14%
Strongly disagree	20%	20%	15%	18%	15%	18%	22%	21%
Don't know	3%	2%	3%	3%	3%	2%	3%	2%
<b>Agree (Net)</b>	<b>64%</b>	<b>63%</b>	<b>68%</b>	<b>65%</b>	<b>68%</b>	<b>65%</b>	<b>60%</b>	<b>63%</b>
<b>Disagree (Net)</b>	<b>33%</b>	<b>35%</b>	<b>29%</b>	<b>32%</b>	<b>28%</b>	<b>33%</b>	<b>37%</b>	<b>35%</b>



## PUBLIC POLL FINDINGS AND METHODOLOGY

10. 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	4/16-17, 2024	4/30-5/1, 2024
Strongly agree	33%	35%	43%	35%	37%	43%	42%	37%
Somewhat agree	47%	49%	42%	44%	47%	41%	38%	44%
Somewhat disagree	11%	8%	8%	12%	10%	9%	12%	10%
Strongly disagree	5%	5%	5%	5%	3%	4%	6%	6%
Don't know	4%	4%	3%	4%	3%	2%	3%	3%
<b>Agree (Net)</b>	<b>80%</b>	<b>84%</b>	<b>84%</b>	<b>79%</b>	<b>83%</b>	<b>84%</b>	<b>80%</b>	<b>81%</b>
<b>Disagree (Net)</b>	<b>17%</b>	<b>13%</b>	<b>13%</b>	<b>17%</b>	<b>13%</b>	<b>13%</b>	<b>18%</b>	<b>16%</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	4/2-3, 2024	4/16-17, 2024	4/30-5/1, 2024
Strongly agree	19%	19%	20%	19%	19%	19%	22%	19%
Somewhat agree	50%	52%	50%	46%	50%	48%	52%	45%
Somewhat disagree	18%	18%	17%	19%	18%	21%	15%	20%
Strongly disagree	8%	6%	6%	8%	6%	6%	5%	8%
Don't know	5%	6%	7%	7%	7%	7%	6%	9%
<b>Agree (Net)</b>	<b>69%</b>	<b>70%</b>	<b>70%</b>	<b>66%</b>	<b>69%</b>	<b>66%</b>	<b>73%</b>	<b>64%</b>
<b>Disagree (Net)</b>	<b>26%</b>	<b>24%</b>	<b>23%</b>	<b>28%</b>	<b>24%</b>	<b>27%</b>	<b>21%</b>	<b>27%</b>

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

### Total Familiar Summary

	4/30-5/1, 2024
Congress passing a bill requiring TikTok to be sold or it will be banned in the U.S.	69%
Widespread Pro-Palestine student protests and encampments at college campuses nationwide	66%
The pay disparity between the first overall draft picks in the NBA and the WNBA	43%
The H5N1 "Bird flu" recently being passed to more and more types of mammals	40%
Tennessee passing a bill allowing teachers to carry guns in their classrooms	37%



## PUBLIC POLL FINDINGS AND METHODOLOGY

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

- a. Widespread Pro-Palestine student protests and encampments at college campuses nationwide

	<b>4/30-5/1, 2024</b>
Very familiar	33%
Somewhat familiar	33%
Heard of it, but that's it	20%
Never heard of it	15%
<b>Familiar (Net)</b>	<b>66%</b>
<b>Not Familiar (Net)</b>	<b>34%</b>

- b. The H5N1 "Bird flu" recently being passed to more and more types of mammals

	<b>4/30-5/1, 2024</b>
Very familiar	11%
Somewhat familiar	29%
Heard of it, but that's it	35%
Never heard of it	26%
<b>Familiar (Net)</b>	<b>40%</b>
<b>Not Familiar (Net)</b>	<b>60%</b>

- c. The pay disparity between the first overall draft picks in the NBA and the WNBA

	<b>4/30-5/1, 2024</b>
Very familiar	18%
Somewhat familiar	25%
Heard of it, but that's it	26%
Never heard of it	31%
<b>Familiar (Net)</b>	<b>43%</b>
<b>Not Familiar (Net)</b>	<b>57%</b>

- d. Tennessee passing a bill allowing teachers to carry guns in their classrooms

	<b>4/30-5/1, 2024</b>
Very familiar	15%
Somewhat familiar	23%
Heard of it, but that's it	25%
Never heard of it	38%
<b>Familiar (Net)</b>	<b>37%</b>
<b>Not Familiar (Net)</b>	<b>63%</b>



## PUBLIC POLL FINDINGS AND METHODOLOGY

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

e. Congress passing a bill requiring TikTok to be sold or it will be banned in the U.S.

	<b>4/30-5/1, 2024</b>
Very familiar	35%
Somewhat familiar	33%
Heard of it, but that's it	19%
Never heard of it	12%
<b>Familiar (Net)</b>	<b>69%</b>
<b>Not Familiar (Net)</b>	<b>31%</b>

12. 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. Widespread Pro-Palestine student protests and encampments at college campuses nationwide

	<b>4/30-5/1, 2024</b>
I care a lot	34%
I care a little	34%
I don't care at all	24%
Don't know	9%

b. The H5N1 "Bird flu" recently being passed to more and more types of mammals

	<b>4/30-5/1, 2024</b>
I care a lot	28%
I care a little	46%
I don't care at all	16%
Don't know	10%

c. The pay disparity between the first overall draft picks in the NBA and the WNBA

	<b>4/30-5/1, 2024</b>
I care a lot	12%
I care a little	31%
I don't care at all	47%
Don't know	10%

d. Tennessee passing a bill allowing teachers to carry guns in their classrooms

	<b>4/30-5/1, 2024</b>
I care a lot	39%
I care a little	36%
I don't care at all	16%
Don't know	9%



## PUBLIC POLL FINDINGS AND METHODOLOGY

12. 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)*

e. Congress passing a bill requiring TikTok to be sold or it will be banned in the U.S.

	<b>4/30-5/1, 2024</b>
I care a lot	24%
I care a little	33%
I don't care at all	36%
Don't know	8%

13. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right.

	<b>4/30-5/1, 2024</b>
I choose a brand or product based on its price	80%
I choose a brand or product based on what the brand stands for	20%

	<b>4/30-5/1, 2024</b>
I choose a brand or product based on its quality	88%
I choose a brand or product based on what the brand stands for	12%

	<b>4/30-5/1, 2024</b>
I don't really care about brands, I just buy what I need when I need it	60%
I choose a brand or product because I'm loyal to that brand	40%

	<b>4/30-5/1, 2024</b>
I choose a brand or product based on its quality	63%
I choose a brand or product based on its price	37%



## PUBLIC POLL FINDINGS AND METHODOLOGY

### About the Study

These are some of the findings of the ninety-fifth wave of an Ipsos poll conducted between April 30-May 1, 2024. For this survey, a sample of 1,081 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



## PUBLIC POLL FINDINGS AND METHODOLOGY

- The forty-second wave was conducted November 22-23, 2021, among 1,162 adults
- 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





## PUBLIC POLL FINDINGS AND METHODOLOGY

- The eighty-fifth wave was conducted October 10-11, 2023 among 1,119 adults
- 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 ninety-fourth wave was conducted April 16-17, 2024 among 1,081 adults
- The ninety-fifth wave was conducted April 30-May 1, 2024 among 1,081 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.







## PUBLIC POLL FINDINGS AND METHODOLOGY

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=1,081, 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, ninety-third, ninety-third and a half, and ninety-fourth waves of this study have a credibility interval of 3.6 percentage points.

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## PUBLIC POLL FINDINGS AND METHODOLOGY

### 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)

