



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior

Washington, DC, May 17, 2024

- Thinking ahead to this summer (the summer of 2024), how likely, if at all, are you to do each of the following?

Total Likely Summary

	3/15-16, 2021	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	5/10-11, 2022	3/28-29, 2023	5/23-24, 2023	7/18-19, 2023	5/14-15, 2024
Dine out at a restaurant	78%	76%	78%	79%	83%	85%	87%	87%	87%	91%	88%	N/A	93%
Go on any overnight trips, by car, more than 100 miles away	59%	63%	65%	68%	64%	68%	67%	66%	68%	71%	67%	49%	71%
Take a vacation where I can “unplug” and “get away from it all”	N/A	N/A	N/A	N/A	N/A	63%	67%	65%	68%	N/A	N/A	N/A	69%
Go on any overnight trips, by car, less than 100 miles away	58%	64%	65%	70%	65%	68%	66%	67%	69%	69%	67%	52%	67%
Go to a movie theater	N/A	44%	45%	49%	51%	55%	60%	60%	60%	N/A	N/A	N/A	65%
Go to a live concert, outdoors	N/A	36%	39%	45%	47%	47%	49%	52%	53%	N/A	N/A	N/A	57%
Go to a sporting event	34%	34%	36%	41%	41%	43%	47%	47%	49%	50%	51%	N/A	55%
Travel by plane within the U.S.	39%	42%	42%	46%	46%	44%	51%	50%	48%	52%	52%	37%	54%
Go to a live concert, indoors	N/A	28%	29%	35%	36%	35%	45%	45%	45%	N/A	N/A	N/A	52%
Travel by plane internationally	21%	22%	22%	26%	24%	22%	29%	30%	29%	26%	29%	20%	34%

a. Go on any overnight trips, by car, less than 100 miles away

	3/15-16, 2021	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	5/10-11, 2022	3/28-29, 2023	5/23-24, 2023	7/18-19, 2023	5/14-15, 2024
Very likely	26%	28%	31%	35%	30%	32%	28%	30%	36%	36%	30%	22%	34%
Somewhat likely	31%	37%	34%	34%	35%	37%	38%	37%	33%	33%	38%	30%	32%
Not very likely	23%	23%	21%	17%	20%	18%	19%	19%	18%	17%	20%	18%	21%
Not at all likely	19%	13%	14%	13%	15%	13%	15%	14%	13%	13%	13%	22%	13%
Likely (Net)	58%	64%	65%	70%	65%	68%	66%	67%	69%	69%	67%	52%	67%
Not likely (Net)	42%	36%	35%	30%	35%	32%	34%	33%	31%	31%	33%	40%	33%



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1. Thinking ahead to this summer (the summer of 2024), how likely, if at all, are you to do each of the following? (Continued)

b. Go on any overnight trips, by car, more than 100 miles away

	3/15-16, 2021	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	5/10-11, 2022	3/28-29, 2023	5/23-24, 2023	7/18-19, 2023	5/14-15, 2024
Very likely	29%	28%	31%	36%	31%	34%	31%	33%	36%	38%	34%	23%	34%
Somewhat likely	30%	35%	34%	32%	33%	34%	36%	33%	31%	32%	33%	26%	37%
Not very likely	20%	24%	21%	17%	19%	19%	18%	19%	19%	17%	18%	18%	17%
Not at all likely	20%	13%	14%	15%	17%	13%	16%	15%	14%	13%	15%	22%	12%
<i>Likely (Net)</i>	59%	63%	65%	68%	64%	68%	67%	66%	68%	71%	67%	49%	71%
<i>Not likely (Net)</i>	41%	37%	35%	32%	36%	32%	33%	34%	32%	29%	33%	40%	29%

c. Travel by plane within the U.S.

	3/15-16, 2021	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	5/10-11, 2022	3/28-29, 2023	5/23-24, 2023	7/18-19, 2023	5/14-15, 2024
Very likely	19%	18%	19%	23%	22%	22%	24%	24%	26%	29%	27%	16%	33%
Somewhat likely	20%	24%	23%	23%	24%	22%	27%	26%	22%	23%	25%	21%	21%
Not very likely	25%	27%	28%	23%	25%	27%	24%	22%	26%	24%	23%	19%	20%
Not at all likely	36%	30%	30%	31%	28%	28%	25%	28%	27%	25%	25%	37%	26%
<i>Likely (Net)</i>	39%	42%	42%	46%	46%	44%	51%	50%	48%	52%	52%	37%	54%
<i>Not likely (Net)</i>	61%	58%	58%	54%	54%	56%	49%	50%	52%	48%	48%	56%	46%

d. Travel by plane internationally

	3/15-16, 2021	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	5/10-11, 2022	3/28-29, 2023	5/23-24, 2023	7/18-19, 2023	5/14-15, 2024
Very likely	8%	10%	9%	11%	10%	10%	13%	13%	14%	11%	16%	9%	21%
Somewhat likely	13%	12%	13%	15%	13%	11%	16%	17%	15%	15%	13%	11%	13%
Not very likely	22%	25%	25%	24%	27%	25%	23%	22%	22%	32%	24%	17%	20%
Not at all likely	57%	53%	53%	50%	50%	53%	48%	49%	48%	42%	47%	59%	46%
<i>Likely (Net)</i>	21%	22%	22%	26%	24%	22%	29%	30%	29%	26%	29%	20%	34%
<i>Not likely (Net)</i>	79%	78%	78%	74%	76%	78%	71%	70%	71%	74%	71%	76%	66%

e. Take a vacation where I can “unplug” and “get away from it all”

	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	5/10-11, 2022	5/14-15, 2024
Very likely	29%	29%	32%	32%	40%
Somewhat likely	34%	38%	33%	36%	30%
Not very likely	22%	21%	21%	18%	18%
Not at all likely	15%	13%	14%	14%	12%
<i>Likely (Net)</i>	63%	67%	65%	68%	69%
<i>Not likely (Net)</i>	37%	33%	35%	32%	31%



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1. Thinking ahead to this summer (the summer of 2024), how likely, if at all, are you to do each of the following? (Continued)

f. Dine out at a restaurant

	3/15-16, 2021	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	5/10-11, 2022	3/28-29, 2023	5/23-24, 2023	5/14-15, 2024
Very likely	46%	42%	45%	48%	46%	56%	60%	56%	57%	66%	60%	66%
Somewhat likely	32%	34%	33%	32%	36%	28%	27%	31%	29%	25%	28%	27%
Not very likely	14%	15%	15%	12%	11%	11%	9%	9%	10%	6%	8%	5%
Not at all likely	8%	9%	8%	9%	7%	4%	4%	4%	4%	2%	4%	2%
<i>Likely (Net)</i>	78%	76%	78%	79%	83%	85%	87%	87%	87%	91%	88%	93%
<i>Not likely (Net)</i>	22%	24%	22%	21%	17%	15%	13%	13%	13%	9%	12%	7%

g. Go to a sporting event

	3/15-16, 2021	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	5/10-11, 2022	3/28-29, 2023	5/23-24, 2023	5/14-15, 2024
Very likely	11%	14%	12%	17%	16%	17%	19%	23%	21%	23%	19%	27%
Somewhat likely	23%	20%	23%	25%	25%	26%	28%	25%	28%	27%	32%	27%
Not very likely	26%	31%	32%	28%	30%	30%	29%	25%	26%	27%	25%	24%
Not at all likely	40%	35%	32%	31%	29%	27%	24%	28%	26%	23%	24%	21%
<i>Likely (Net)</i>	34%	34%	36%	41%	41%	43%	47%	47%	49%	50%	51%	55%
<i>Not likely (Net)</i>	66%	66%	64%	59%	59%	57%	53%	53%	51%	50%	49%	45%

h. Go to a live concert, indoors

	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	5/10-11, 2022	5/14-15, 2024
Very likely	9%	10%	13%	13%	12%	18%	20%	17%	22%
Somewhat likely	19%	19%	22%	23%	23%	27%	25%	27%	31%
Not very likely	34%	36%	32%	35%	35%	32%	29%	30%	29%
Not at all likely	38%	35%	33%	29%	30%	24%	26%	26%	18%
<i>Likely (Net)</i>	28%	29%	35%	36%	35%	45%	45%	45%	52%
<i>Not likely (Net)</i>	72%	71%	65%	64%	65%	55%	55%	55%	48%

i. Go to a live concert, outdoors

	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	5/10-11, 2022	5/14-15, 2024
Very likely	11%	12%	18%	17%	17%	18%	21%	22%	25%
Somewhat likely	25%	27%	27%	30%	30%	31%	30%	31%	32%
Not very likely	35%	34%	29%	28%	31%	30%	26%	26%	24%
Not at all likely	29%	27%	26%	24%	22%	21%	22%	21%	19%
<i>Likely (Net)</i>	36%	39%	45%	47%	47%	49%	52%	53%	57%
<i>Not likely (Net)</i>	64%	61%	55%	53%	53%	51%	48%	47%	43%



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1. Thinking ahead to this summer (the summer of 2024), how likely, if at all, are you to do each of the following? *(Continued)*

j. Go to a movie theater

	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	5/10-11, 2022	5/14-15, 2024
Very likely	16%	17%	20%	19%	22%	26%	31%	31%	37%
Somewhat likely	29%	28%	29%	32%	32%	34%	29%	29%	28%
Not very likely	28%	29%	27%	28%	26%	21%	21%	22%	22%
Not at all likely	27%	26%	24%	22%	20%	19%	19%	19%	13%
<i>Likely (Net)</i>	44%	45%	49%	51%	55%	60%	60%	60%	65%
<i>Not likely (Net)</i>	56%	55%	51%	49%	45%	40%	40%	40%	35%



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2. **[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
5/14-15, 2024 (N=583)	55%	19%	27%
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%



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2. **[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%

3. Thinking about the prices you have paid for gasoline in recent weeks, do they generally seem higher, lower, or about the same as in the start of this year?

	10/11-12, 2022	10/25-26, 2022	10/10-11, 2023	5,14-15, 2024
Much higher	34%	31%	25%	23%
Somewhat higher	29%	31%	34%	40%
About the same	18%	15%	19%	22%
Somewhat lower	9%	12%	11%	7%
Much lower	2%	2%	2%	1%
Not applicable	4%	5%	6%	3%
Don't know	5%	4%	3%	3%
<i>Higher (Net)</i>	63%	62%	59%	63%
<i>Lower (Net)</i>	11%	14%	12%	8%



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4. For each product category below, what best describes your current situation?

a. Automobile

	6/7-8, 2022	5/23-24, 2023	9/12-13, 2023	2/21-22, 2024	5/14-15, 2024
I am not in the market for this product	63%	53%	56%	60%	55%
I have delayed shopping, and will wait for some time before I resume	23%	32%	28%	24%	24%
I am looking to make a purchase now	14%	14%	16%	16%	21%

b. Tech equipment

	6/7-8, 2022	5/23-24, 2023	9/12-13, 2023	2/21-22, 2024	5/14-15, 2024
I am not in the market for this product	65%	61%	61%	56%	56%
I have delayed shopping, and will wait for some time before I resume	25%	26%	23%	29%	28%
I am looking to make a purchase now	10%	14%	16%	15%	15%

c. Mobile phone

	6/7-8, 2022	5/23-24, 2023	9/12-13, 2023	5/14-15, 2024
I am not in the market for this product	64%	58%	56%	55%
I have delayed shopping, and will wait for some time before I resume	23%	25%	25%	25%
I am looking to make a purchase now	13%	17%	19%	20%

d. Home improvement

	6/7-8, 2022	5/23-24, 2023	9/12-13, 2023	2/21-22, 2024	5/14-15, 2024
I am not in the market for this product	56%	46%	52%	51%	45%
I have delayed shopping, and will wait for some time before I resume	28%	35%	29%	30%	31%
I am looking to make a purchase now	16%	20%	19%	19%	24%

e. Appliances

	6/7-8, 2022	5/23-24, 2023	9/12-13, 2023	2/21-22, 2024	5/14-15, 2024
I am not in the market for this product	66%	55%	62%	60%	59%
I have delayed shopping, and will wait for some time before I resume	24%	30%	24%	26%	26%
I am looking to make a purchase now	10%	16%	14%	15%	15%



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5. When thinking of each of the following, how would you describe your spending?

a. Dining out

	5/14-15, 2024
I have no problem affording this if I want to	41%
It's expensive to me, but worth it	17%
I've had to cut back	29%
I'm not spending on this now but hope to in a few months	8%
I don't think I'll ever be able to afford this comfortably	2%
Not applicable	3%
Don't know	1%

b. Attending concerts or sporting events

	5/14-15, 2024
I have no problem affording this if I want to	28%
It's expensive to me, but worth it	15%
I've had to cut back	14%
I'm not spending on this now but hope to in a few months	11%
I don't think I'll ever be able to afford this comfortably	9%
Not applicable	19%
Don't know	3%

c. Taking a vacation by plane

	5/14-15, 2024
I have no problem affording this if I want to	24%
It's expensive to me, but worth it	21%
I've had to cut back	10%
I'm not spending on this now but hope to in a few months	12%
I don't think I'll ever be able to afford this comfortably	10%
Not applicable	20%
Don't know	3%

d. Taking a vacation by car

	5/14-15, 2024
I have no problem affording this if I want to	43%
It's expensive to me, but worth it	16%
I've had to cut back	11%
I'm not spending on this now but hope to in a few months	13%
I don't think I'll ever be able to afford this comfortably	5%
Not applicable	9%
Don't know	3%



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5. When thinking of each of the following, how would you describe your spending?

e. Subscribing to streaming

	5/14-15, 2024
I have no problem affording this if I want to	45%
It's expensive to me, but worth it	12%
I've had to cut back	15%
I'm not spending on this now but hope to in a few months	9%
I don't think I'll ever be able to afford this comfortably	5%
Not applicable	13%
Don't know	2%

6. Which of the following questions, if any, have you ever been asked in your daily life? Please select all that apply.

** Held for future release*

7. How much do you agree or disagree with the following?

** Held for future release*

8. To what extent do you agree or disagree with each of the following statements?

** Held for future release*





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9. To the best of your knowledge, is your employer currently using any of the following AI tools, or not?

Total Yes Summary

	5/14-15, 2024
ChatGPT or similar chat-based tools	37%
AI tools for data analysis	37%
AI tools for video generation	29%
AI image generators	28%
AI tools for HR and recruiting	26%

- a. ChatGPT or similar chat-based tools

	5/14-15, 2024
Yes	37%
No	40%
Don't know	23%

- b. AI image generators

	5/14-15, 2024
Yes	28%
No	47%
Don't know	25%

- c. AI tools for data analysis

	5/14-15, 2024
Yes	37%
No	35%
Don't know	28%

- d. AI tools for video generation

	5/14-15, 2024
Yes	29%
No	48%
Don't know	23%

- e. AI tools for HR and recruiting

	5/14-15, 2024
Yes	26%
No	45%
Don't know	29%





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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	5/14-15, 2024
I am hopeful for my future	80%	84%	84%	79%	83%	84%	80%	81%	82%
The world today is changing too fast	75%	77%	81%	80%	81%	76%	74%	77%	78%
I tend to buy brands that reflect my personal values	69%	70%	70%	66%	69%	66%	73%	64%	66%
My religion or faith is very important to me	64%	63%	68%	65%	68%	65%	60%	63%	65%
Being a fan of sports is very important to me	49%	51%	53%	53%	49%	53%	48%	49%	54%

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	5/14-15, 2024
Strongly agree	33%	35%	39%	33%	37%	38%	34%	37%	40%
Somewhat agree	42%	42%	42%	47%	44%	38%	40%	39%	39%
Somewhat disagree	15%	15%	14%	13%	12%	16%	19%	16%	15%
Strongly disagree	5%	5%	3%	4%	3%	5%	5%	4%	3%
Don't know	4%	3%	3%	3%	4%	2%	2%	3%	3%
Agree (Net)	75%	77%	81%	80%	81%	76%	74%	77%	78%
Disagree (Net)	21%	20%	16%	17%	15%	22%	24%	20%	19%

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	5/14-15, 2024
Strongly agree	21%	21%	24%	25%	20%	22%	18%	22%	25%
Somewhat agree	28%	31%	29%	28%	28%	31%	30%	27%	29%
Somewhat disagree	20%	19%	17%	17%	18%	16%	19%	18%	18%
Strongly disagree	29%	27%	29%	28%	31%	30%	31%	31%	26%
Don't know	2%	2%	2%	2%	2%	1%	2%	2%	2%
Agree (Net)	49%	51%	53%	53%	49%	53%	48%	49%	54%
Disagree (Net)	49%	46%	46%	45%	49%	46%	50%	49%	44%

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	5/14-15, 2024
Strongly agree	36%	34%	41%	37%	36%	37%	34%	37%	40%
Somewhat agree	27%	30%	27%	28%	32%	28%	26%	26%	26%
Somewhat disagree	14%	15%	15%	14%	14%	15%	14%	14%	15%
Strongly disagree	20%	20%	15%	18%	15%	18%	22%	21%	17%
Don't know	3%	2%	3%	3%	3%	2%	3%	2%	3%
Agree (Net)	64%	63%	68%	65%	68%	65%	60%	63%	65%
Disagree (Net)	33%	35%	29%	32%	28%	33%	37%	35%	31%



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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	5/14-15, 2024
Strongly agree	33%	35%	43%	35%	37%	43%	42%	37%	42%
Somewhat agree	47%	49%	42%	44%	47%	41%	38%	44%	39%
Somewhat disagree	11%	8%	8%	12%	10%	9%	12%	10%	11%
Strongly disagree	5%	5%	5%	5%	3%	4%	6%	6%	4%
Don't know	4%	4%	3%	4%	3%	2%	3%	3%	3%
Agree (Net)	80%	84%	84%	79%	83%	84%	80%	81%	82%
Disagree (Net)	17%	13%	13%	17%	13%	13%	18%	16%	15%

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	5/14-15, 2024
Strongly agree	19%	19%	20%	19%	19%	19%	22%	19%	22%
Somewhat agree	50%	52%	50%	46%	50%	48%	52%	45%	44%
Somewhat disagree	18%	18%	17%	19%	18%	21%	15%	20%	22%
Strongly disagree	8%	6%	6%	8%	6%	6%	5%	8%	7%
Don't know	5%	6%	7%	7%	7%	7%	6%	9%	6%
Agree (Net)	69%	70%	70%	66%	69%	66%	73%	64%	66%
Disagree (Net)	26%	24%	23%	28%	24%	27%	21%	27%	28%

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

Total Familiar Summary

	5/14-15, 2024
President Biden refusing to supply arms to Israel if it attacks the Palestinian town of Rafah	56%
The failed vote to remove Rep. Mike Johnson from his position as Speaker of the House	50%
A new government report finding that Social Security's trust fund will run out of money in 2033, and retirees will face automatic benefit cuts	43%
The feud between Kendrick Lamar and Drake	32%
The United Methodist Church reversing its ban on LGBTQ clergy and same-sex marriage	30%



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

- a. The failed vote to remove Rep. Mike Johnson from his position as Speaker of the House

	5/14-15, 2024
Very familiar	22%
Somewhat familiar	28%
Heard of it, but that's it	25%
Never heard of it	26%
Familiar (Net)	50%
Not Familiar (Net)	50%

- b. The feud between Kendrick Lamar and Drake

	5/14-15, 2024
Very familiar	17%
Somewhat familiar	15%
Heard of it, but that's it	27%
Never heard of it	41%
Familiar (Net)	32%
Not Familiar (Net)	68%

- c. President Biden refusing to supply arms to Israel if it attacks the Palestinian town of Rafah

	5/14-15, 2024
Very familiar	24%
Somewhat familiar	32%
Heard of it, but that's it	24%
Never heard of it	19%
Familiar (Net)	56%
Not Familiar (Net)	44%

- d. A new government report finding that Social Security's trust fund will run out of money in 2033, and retirees will face automatic benefit cuts

	5/14-15, 2024
Very familiar	13%
Somewhat familiar	30%
Heard of it, but that's it	31%
Never heard of it	26%
Familiar (Net)	43%
Not Familiar (Net)	57%





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

- e. The United Methodist Church reversing its ban on LGBTQ clergy and same-sex marriage

	5/14-15, 2024
Very familiar	11%
Somewhat familiar	19%
Heard of it, but that's it	25%
Never heard of it	45%
<i>Familiar (Net)</i>	30%
<i>Not Familiar (Net)</i>	70%

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. The failed vote to remove Rep. Mike Johnson from his position as Speaker of the House

	5/14-15, 2024
I care a lot	15%
I care a little	37%
I don't care at all	33%
Don't know	15%

- b. The feud between Kendrick Lamar and Drake

	5/14-15, 2024
I care a lot	8%
I care a little	12%
I don't care at all	70%
Don't know	9%

- c. President Biden refusing to supply arms to Israel if it attacks the Palestinian town of Rafah

	5/14-15, 2024
I care a lot	40%
I care a little	34%
I don't care at all	16%
Don't know	10%





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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*)

- d. A new government report finding that Social Security's trust fund will run out of money in 2033, and retirees will face automatic benefit cuts

	5/14-15, 2024
I care a lot	63%
I care a little	25%
I don't care at all	6%
Don't know	6%

- e. The United Methodist Church reversing its ban on LGBTQ clergy and same-sex marriage

	5/14-15, 2024
I care a lot	25%
I care a little	27%
I don't care at all	38%
Don't know	10%





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About the Study

These are some of the findings of the ninety-sixth wave of an Ipsos poll conducted between May 14-15, 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



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- 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





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- 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 ninety-sixth wave was conducted May 14-15, 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.





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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, ninety-fourth and ninety-fifth waves of this study have a credibility interval of 3.6 percentage points.

For more information on this news release, please contact:

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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.

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