



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior

Washington, DC, November 15, 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
11/13-14, 2024 (N=555)	55%	22%	23%
10/29-30, 2024 (N=596)	53%	21%	25%
10/15-16, 2024 (N=622)	57%	17%	27%
10/1-2, 2024 (N=565)	59%	15%	26%
9/17-18, 2024 (N=599)	61%	17%	22%
9/3-4, 2024 (N=569)	58%	18%	24%
8/20-21, 2024 (N=586)	58%	17%	24%
8/6-7, 2024 (N=599)	58%	16%	26%
7/23-24, 2024 (N=603)	49%	21%	30%
6/25-26, 2024 (N=591)	59%	18%	23%
6/11-12, 2024 (N=639)	59%	20%	21%
5/30-31, 2024 (N=612)	56%	21%	23%
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%





PUBLIC POLL FINDINGS AND METHODOLOGY

1. **[ASKED ONLY IF EMPLOYED]** Are you currently working from home, at your workplace, or both a majority of the time? *(Continued)*

	Working at my workplace only	Working from home only	Working both from home and at my workplace
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%
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%



PUBLIC POLL FINDINGS AND METHODOLOGY

2. How comfortable or uncomfortable do you feel with your personal economic situation today?

	10/26-27, 2021	11/9-10, 2022	12/7-8, 2022	1/18-19, 2023	11/7-8, 2023	2/21-22, 2024	11/13-14, 2024
Very comfortable	12%	13%	9%	11%	14%	19%	19%
Somewhat comfortable	30%	23%	21%	23%	29%	29%	32%
Neither comfortable nor uncomfortable	27%	27%	28%	22%	22%	20%	19%
Somewhat uncomfortable	20%	22%	27%	28%	21%	20%	20%
Very uncomfortable	12%	15%	15%	16%	13%	12%	10%
<i>Comfortable (Net)</i>	<i>42%</i>	<i>36%</i>	<i>30%</i>	<i>34%</i>	<i>44%</i>	<i>48%</i>	<i>51%</i>
<i>Uncomfortable (Net)</i>	<i>32%</i>	<i>38%</i>	<i>43%</i>	<i>44%</i>	<i>34%</i>	<i>32%</i>	<i>30%</i>

3. What, if anything, would make you feel more comfortable with your personal economic situation? Select all that apply.

	10/26-27, 2021	11/9-10, 2022	11/7-8, 2023	11/13-14, 2024
Lower Inflation	N/A	62%	59%	59%
Higher wages	38%	39%	44%	39%
Lower interest rates	N/A	30%	31%	25%
Lower rent	24%	29%	22%	23%
Greater job stability	23%	19%	21%	22%
Less credit card debt	25%	24%	24%	20%
Having health insurance	15%	17%	14%	12%
Less money owed on student loans or other debt	15%	15%	13%	10%
More consistent rent	5%	8%	6%	5%
Other	7%	5%	5%	7%
Don't know	5%	5%	3%	6%
None of these	11%	6%	7%	5%





PUBLIC POLL FINDINGS AND METHODOLOGY

4. How confident, if at all, are you in...?

Total Confident Summary

	10/26-27, 2021	11/9-10, 2022	2/28-3/1, 2023	11/7-8, 2023	11/13-14, 2024
Getting quality healthcare	78%	70%	71%	74%	78%
Starting home improvement projects	57%	48%	53%	56%	58%
Buying a new car	50%	41%	48%	48%	50%
Starting a new job	52%	47%	49%	48%	48%
Pursuing continuing education	47%	43%	42%	45%	46%
Investing in the stock market	45%	34%	38%	43%	45%
Increasing your monthly spending on optional things	49%	36%	41%	44%	43%
Taking out a loan	43%	35%	39%	43%	42%
Buying a new home	41%	31%	34%	36%	39%

a. Investing in the stock market

	10/26-27, 2021	11/9-10, 2022	2/28-3/1, 2023	11/7-8, 2023	11/13-14, 2024
Very confident	15%	11%	12%	14%	13%
Somewhat confident	30%	23%	26%	29%	32%
Not very confident	28%	31%	31%	29%	31%
Not at all confident	27%	35%	31%	29%	24%
<i>Confident (Net)</i>	<i>45%</i>	<i>34%</i>	<i>38%</i>	<i>43%</i>	<i>45%</i>
<i>Not confident (Net)</i>	<i>55%</i>	<i>66%</i>	<i>62%</i>	<i>57%</i>	<i>55%</i>

b. Taking out a loan

	10/26-27, 2021	11/9-10, 2022	2/28-3/1, 2023	11/7-8, 2023	11/13-14, 2024
Very confident	16%	11%	12%	15%	13%
Somewhat confident	27%	24%	27%	28%	28%
Not very confident	28%	35%	32%	30%	30%
Not at all confident	28%	30%	29%	27%	28%
<i>Confident (Net)</i>	<i>43%</i>	<i>35%</i>	<i>39%</i>	<i>43%</i>	<i>42%</i>
<i>Not confident (Net)</i>	<i>57%</i>	<i>65%</i>	<i>61%</i>	<i>57%</i>	<i>58%</i>

c. Buying a new home

	10/26-27, 2021	11/9-10, 2022	2/28-3/1, 2023	11/7-8, 2023	11/13-14, 2024
Very confident	14%	11%	11%	12%	11%
Somewhat confident	27%	20%	23%	24%	28%
Not very confident	27%	30%	31%	31%	30%
Not at all confident	33%	39%	35%	33%	31%
<i>Confident (Net)</i>	<i>41%</i>	<i>31%</i>	<i>34%</i>	<i>36%</i>	<i>39%</i>
<i>Not confident (Net)</i>	<i>59%</i>	<i>69%</i>	<i>66%</i>	<i>64%</i>	<i>61%</i>

4. How confident, if at all, are you in...? (Continued)

d. Buying a new car

	10/26-27, 2021	11/9-10, 2022	2/28-3/1, 2023	11/7-8, 2023	11/13-14, 2024
Very confident	18%	13%	15%	16%	18%
Somewhat confident	32%	28%	33%	32%	32%
Not very confident	25%	32%	27%	30%	28%
Not at all confident	25%	27%	24%	22%	22%
Confident (Net)	50%	41%	48%	48%	50%
Not confident (Net)	50%	59%	52%	52%	50%

e. Starting a new job

	10/26-27, 2021	11/9-10, 2022	2/28-3/1, 2023	11/7-8, 2023	11/13-14, 2024
Very confident	22%	16%	16%	15%	15%
Somewhat confident	30%	31%	32%	33%	34%
Not very confident	24%	26%	25%	27%	28%
Not at all confident	24%	28%	26%	25%	24%
Confident (Net)	52%	47%	49%	48%	48%
Not confident (Net)	48%	53%	51%	52%	52%

f. Pursuing continuing education

	10/26-27, 2021	11/9-10, 2022	2/28-3/1, 2023	11/7-8, 2023	11/13-14, 2024
Very confident	18%	14%	13%	15%	11%
Somewhat confident	29%	29%	30%	30%	35%
Not very confident	26%	29%	28%	31%	29%
Not at all confident	27%	28%	30%	25%	25%
Confident (Net)	47%	43%	42%	45%	46%
Not confident (Net)	53%	57%	58%	55%	54%

g. Getting quality healthcare

	10/26-27, 2021	11/9-10, 2022	2/28-3/1, 2023	11/7-8, 2023	11/13-14, 2024
Very confident	30%	27%	25%	28%	27%
Somewhat confident	48%	43%	46%	47%	52%
Not very confident	15%	20%	18%	18%	15%
Not at all confident	8%	10%	11%	7%	7%
Confident (Net)	78%	70%	71%	74%	78%
Not confident (Net)	22%	30%	29%	26%	22%

4. How confident, if at all, are you in...? (Continued)

h. Increasing your monthly spending on optional things

	10/26-27, 2021	11/9-10, 2022	2/28-3/1, 2023	11/7-8, 2023	11/13-14, 2024
Very confident	13%	9%	10%	13%	13%
Somewhat confident	35%	28%	31%	32%	30%
Not very confident	34%	37%	36%	35%	37%
Not at all confident	17%	27%	23%	20%	20%
Confident (Net)	49%	36%	41%	44%	43%
Not confident (Net)	51%	64%	59%	56%	57%

i. Starting home improvement projects

	10/26-27, 2021	11/9-10, 2022	2/28-3/1, 2023	11/7-8, 2023	11/13-14, 2024
Very confident	21%	13%	16%	17%	14%
Somewhat confident	37%	34%	37%	39%	43%
Not very confident	25%	33%	29%	27%	27%
Not at all confident	17%	20%	18%	17%	15%
Confident (Net)	57%	48%	53%	56%	58%
Not confident (Net)	43%	52%	47%	44%	42%

5. How interested are you, if at all, in using AI for the following aspects of travel planning?

Total Interested Summary

	11/13-14, 2024
Suggesting restaurants to eat at on your trip	58%
Finding the best travel deals	57%
Helping translate languages	56%
Helping choose the right destination for your needs	49%
Planning an itinerary of activities	45%

a. Finding the best travel deals

	11/13-14, 2024
Very interested	24%
Somewhat interested	32%
Not very interested	17%
Not at all interested	15%
I already do this	3%
Don't know / Not applicable	8%
Interested (Net)	57%
Not Interested (Net)	32%

5. How interested are you, if at all, in using AI for the following aspects of travel planning?
(Continued)

b. Planning an itinerary of activities

	11/13-14, 2024
Very interested	16%
Somewhat interested	29%
Not very interested	18%
Not at all interested	27%
I already do this	3%
Don't know / Not applicable	7%
<i>Interested (Net)</i>	45%
<i>Not Interested (Net)</i>	44%

c. Suggesting restaurants to eat at on your trip

	11/13-14, 2024
Very interested	23%
Somewhat interested	34%
Not very interested	15%
Not at all interested	17%
I already do this	4%
Don't know / Not applicable	7%
<i>Interested (Net)</i>	58%
<i>Not Interested (Net)</i>	32%

d. Helping translate languages

	11/13-14, 2024
Very interested	25%
Somewhat interested	31%
Not very interested	11%
Not at all interested	18%
I already do this	5%
Don't know / Not applicable	10%
<i>Interested (Net)</i>	56%
<i>Not Interested (Net)</i>	29%

5. How interested are you, if at all, in using AI for the following aspects of travel planning?
(Continued)

e. Helping choose the right destination for your needs

	11/13-14, 2024
Very interested	17%
Somewhat interested	32%
Not very interested	16%
Not at all interested	24%
I already do this	4%
Don't know / Not applicable	7%
<i>Interested (Net)</i>	<i>49%</i>
<i>Not Interested (Net)</i>	<i>40%</i>

6. To what extent do you agree or disagree with the following statements?

	I am hopeful for my future	The world today is changing too fast	I tend to buy brands that reflect my personal values	My religion or faith is very important to me	Being a fan of sports is very important to me	I have often felt stressed or nervous in the past month
11/13-14, 2024	78%	80%	62%	63%	48%	60%
9/17-18, 2024	78%	N/A	65%	68%	52%	58%
9/4-5, 2024	81%	N/A	62%	60%	50%	59%
8/20-21, 2024	81%	N/A	68%	62%	51%	63%
8/6-7, 2024	77%	77%	67%	65%	49%	N/A
7/23-24, 2024	78%	78%	64%	63%	50%	N/A
6/25-26, 2024	87%	77%	70%	65%	48%	N/A
6/11-12, 2024	81%	77%	73%	68%	53%	N/A
5/14-15, 2024	82%	78%	66%	65%	54%	N/A
4/30-5/1, 2024	81%	77%	64%	63%	49%	N/A
4/16-17, 2024	80%	74%	73%	60%	48%	N/A
4/2-3, 2024	84%	76%	66%	65%	53%	N/A
3/19-20, 2024	83%	81%	69%	68%	49%	N/A
3/5-6, 2024	79%	80%	66%	65%	53%	N/A
2/21-22, 2024	84%	81%	70%	68%	53%	N/A
2/6-7, 2024	84%	77%	70%	63%	51%	N/A
1/23-24, 2024	80%	75%	69%	64%	49%	N/A



PUBLIC POLL FINDINGS AND METHODOLOGY

6. To what extent do you agree or disagree with the following statements? *(Continued)*

a. The world today is changing too fast

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know	Agree (Net)	Disagree (Net)
11/13-14, 2024	34%	46%	14%	3%	3%	80%	17%
8/6-7, 2024	31%	46%	14%	7%	3%	77%	20%
7/23-24, 2024	36%	42%	14%	5%	3%	78%	20%
6/25-26, 2024	36%	41%	15%	4%	4%	77%	18%
6/11-12, 2024	33%	43%	16%	5%	3%	77%	20%
5/14-15, 2024	40%	39%	15%	3%	3%	78%	19%
4/30-5/1, 2024	37%	39%	16%	4%	3%	77%	20%
4/16-17, 2024	34%	40%	19%	5%	2%	74%	24%
4/2-3, 2024	38%	38%	16%	5%	2%	76%	22%
3/19-20, 2024	37%	44%	12%	3%	4%	81%	15%
3/5-6, 2024	33%	47%	13%	4%	3%	80%	17%
2/21-22, 2024	39%	42%	14%	3%	3%	81%	16%
2/6-7, 2024	35%	42%	15%	5%	3%	77%	20%
1/23-24, 2024	33%	43%	15%	5%	4%	75%	21%

b. Being a fan of sports is very important to me

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know	Agree (Net)	Disagree (Net)
11/13-14, 2024	21%	26%	18%	31%	3%	48%	49%
9/17-18, 2024	22%	30%	18%	28%	3%	52%	46%
9/4-5, 2024	19%	31%	15%	33%	3%	50%	48%
8/20-21, 2024	22%	29%	19%	29%	1%	51%	47%
8/6-7, 2024	22%	27%	19%	30%	2%	49%	49%
7/23-24, 2024	22%	28%	19%	29%	2%	50%	48%
6/25-26, 2024	22%	26%	18%	30%	3%	48%	49%
6/11-12, 2024	24%	29%	22%	24%	2%	53%	46%
5/14-15, 2024	25%	29%	18%	26%	2%	54%	44%
4/30-5/1, 2024	22%	27%	18%	31%	2%	49%	49%
4/16-17, 2024	18%	30%	19%	31%	2%	48%	50%
4/2-3, 2024	22%	31%	16%	30%	1%	53%	46%
3/19-20, 2024	20%	28%	18%	31%	2%	49%	49%
3/5-6, 2024	25%	28%	17%	28%	2%	53%	45%
2/21-22, 2024	24%	29%	17%	29%	2%	53%	46%
2/6-7, 2024	21%	31%	19%	27%	2%	51%	46%
1/23-24, 2024	21%	28%	20%	29%	2%	49%	49%

6. To what extent do you agree or disagree with the following statements? (Continued)

c. My religion or faith is very important to me

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know	Agree (Net)	Disagree (Net)
11/13-14, 2024	36%	27%	14%	22%	2%	63%	35%
9/17-18, 2024	41%	26%	13%	16%	3%	68%	29%
9/4-5, 2024	29%	31%	15%	22%	3%	60%	37%
8/20-21, 2024	32%	30%	17%	17%	4%	62%	33%
8/6-7, 2024	36%	29%	14%	17%	4%	65%	32%
7/23-24, 2024	37%	26%	16%	19%	2%	63%	35%
6/25-26, 2024	37%	28%	11%	21%	3%	65%	33%
6/11-12, 2024	38%	29%	14%	15%	4%	68%	29%
5/14-15, 2024	40%	26%	15%	17%	3%	65%	31%
4/30-5/1, 2024	37%	26%	14%	21%	2%	63%	35%
4/16-17, 2024	34%	26%	14%	22%	3%	60%	37%
4/2-3, 2024	37%	28%	15%	18%	2%	65%	33%
3/19-20, 2024	36%	32%	14%	15%	3%	68%	28%
3/5-6, 2024	37%	28%	14%	18%	3%	65%	32%
2/21-22, 2024	41%	27%	15%	15%	3%	68%	29%
2/6-7, 2024	34%	30%	15%	20%	2%	63%	35%
1/23-24, 2024	36%	27%	14%	20%	3%	64%	33%

d. I am hopeful for my future

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know	Agree (Net)	Disagree (Net)
11/13-14, 2024	35%	42%	12%	5%	5%	78%	17%
9/17-18, 2024	34%	44%	14%	4%	4%	78%	18%
9/4-5, 2024	39%	42%	12%	5%	2%	81%	17%
8/20-21, 2024	35%	46%	10%	5%	5%	81%	14%
8/6-7, 2024	36%	41%	15%	5%	3%	77%	20%
7/23-24, 2024	38%	40%	16%	4%	2%	78%	20%
6/25-26, 2024	40%	47%	8%	3%	2%	87%	11%
6/11-12, 2024	34%	48%	10%	5%	4%	81%	15%
5/14-15, 2024	42%	39%	11%	4%	3%	82%	15%
4/30-5/1, 2024	37%	44%	10%	6%	3%	81%	16%
4/16-17, 2024	42%	38%	12%	6%	3%	80%	18%
4/2-3, 2024	43%	41%	9%	4%	2%	84%	13%
3/19-20, 2024	37%	47%	10%	3%	3%	83%	13%
3/5-6, 2024	35%	44%	12%	5%	4%	79%	17%
2/21-22, 2024	43%	42%	8%	5%	3%	84%	13%
2/6-7, 2024	35%	49%	8%	5%	4%	84%	13%
1/23-24, 2024	33%	47%	11%	5%	4%	80%	17%

6. To what extent do you agree or disagree with the following statements? *(Continued)*

e. I tend to buy brands that reflect my personal values

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know	Agree (Net)	Disagree (Net)
11/13-14, 2024	16%	46%	22%	6%	10%	62%	28%
9/17-18, 2024	18%	47%	20%	6%	9%	65%	26%
9/4-5, 2024	16%	46%	21%	11%	6%	62%	33%
8/20-21, 2024	16%	52%	18%	7%	8%	68%	25%
8/6-7, 2024	19%	48%	21%	6%	7%	67%	26%
7/23-24, 2024	19%	45%	22%	8%	5%	64%	30%
6/25-26, 2024	21%	49%	18%	6%	6%	70%	24%
6/11-12, 2024	21%	52%	16%	6%	6%	73%	21%
5/14-15, 2024	22%	44%	22%	7%	6%	66%	28%
4/30-5/1, 2024	19%	45%	20%	8%	9%	64%	27%
4/16-17, 2024	22%	52%	15%	5%	6%	73%	21%
4/2-3, 2024	19%	48%	21%	6%	7%	66%	27%
3/19-20, 2024	19%	50%	18%	6%	7%	69%	24%
3/5-6, 2024	19%	46%	19%	8%	7%	66%	28%
2/21-22, 2024	20%	50%	17%	6%	7%	70%	23%
2/6-7, 2024	19%	52%	18%	6%	6%	70%	24%
1/23-24, 2024	19%	50%	18%	8%	5%	69%	26%

f. I have often felt stressed or nervous in the past month

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know	Agree (Net)	Disagree (Net)
11/13-14, 2024	29%	31%	21%	16%	3%	60%	37%
9/17-18, 2024	29%	29%	25%	15%	1%	58%	40%
9/4-5, 2024	25%	35%	21%	18%	1%	59%	39%
8/20-21, 2024	27%	36%	20%	16%	1%	63%	36%

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

Total Familiar Summary

	11/13-14, 2024
Former President Donald Trump winning re-election	92%
The Los Angeles Dodgers defeating the New York Yankees in the baseball World Series	60%
Boeing workers voting to end their strike after an agreement was reached	46%
Peanut, a pet squirrel, being euthanized by New York state authorities due to rabies concerns	45%
Russia being suspected of a plot to blow up cargo planes in the U.S. and Europe	27%

a. Former President Donald Trump winning re-election

	11/13-14, 2024
Very familiar	72%
Somewhat familiar	20%
Heard of it, but that's it	6%
Never heard of it	2%
<i>Familiar (Net)</i>	92%
<i>Not Familiar (Net)</i>	8%

b. Peanut, a pet squirrel, being euthanized by New York state authorities due to rabies concerns

	11/13-14, 2024
Very familiar	23%
Somewhat familiar	23%
Heard of it, but that's it	14%
Never heard of it	41%
<i>Familiar (Net)</i>	45%
<i>Not Familiar (Net)</i>	55%

c. Russia being suspected of a plot to blow up cargo planes in the U.S. and Europe

	11/13-14, 2024
Very familiar	8%
Somewhat familiar	18%
Heard of it, but that's it	20%
Never heard of it	53%
<i>Familiar (Net)</i>	27%
<i>Not Familiar (Net)</i>	73%

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

- d. The Los Angeles Dodgers defeating the New York Yankees in the baseball World Series

	11/13-14, 2024
Very familiar	38%
Somewhat familiar	22%
Heard of it, but that's it	22%
Never heard of it	18%
<i>Familiar (Net)</i>	<i>60%</i>
<i>Not Familiar (Net)</i>	<i>40%</i>

- e. Boeing workers voting to end their strike after an agreement was reached

	11/13-14, 2024
Very familiar	18%
Somewhat familiar	27%
Heard of it, but that's it	26%
Never heard of it	28%
<i>Familiar (Net)</i>	<i>46%</i>
<i>Not Familiar (Net)</i>	<i>54%</i>

8. 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. Former President Donald Trump winning re-election

	11/13-14, 2024
I care a lot	58%
I care a little	20%
I don't care at all	14%
Don't know	8%

- b. Peanut, a pet squirrel, being euthanized by New York state authorities due to rabies concerns

	11/13-14, 2024
I care a lot	22%
I care a little	29%
I don't care at all	39%
Don't know	10%



PUBLIC POLL FINDINGS AND METHODOLOGY

8. 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)*

c. Russia being suspected of a plot to blow up cargo planes in the U.S. and Europe

	11/13-14, 2024
I care a lot	49%
I care a little	30%
I don't care at all	11%
Don't know	9%

d. The Los Angeles Dodgers defeating the New York Yankees in the baseball World Series

	11/13-14, 2024
I care a lot	17%
I care a little	24%
I don't care at all	51%
Don't know	7%

e. Boeing workers voting to end their strike after an agreement was reached

	11/13-14, 2024
I care a lot	17%
I care a little	48%
I don't care at all	25%
Don't know	11%



9. When do you plan to start your holiday shopping this year?

	I already started	September	October	November	December	I do not do any holiday shopping	Don't know
11/13-14, 2024	39%	N/A	N/A	21%	17%	15%	8%
10/29-30, 2024	32%	N/A	2%	38%	10%	11%	7%
10/15-16, 2024	25%	N/A	6%	39%	11%	11%	8%
9/17-18, 2024	17%	3%	19%	29%	10%	13%	8%
12/5-6, 2023	67%	N/A	N/A	N/A	17%	11%	5%
11/7-8, 2023	31%	N/A	N/A	28%	18%	13%	9%
10/10-11, 2023	19%	N/A	10%	40%	10%	12%	8%
9/12-13, 2023	14%	N/A	21%	33%	9%	12%	10%
11/9-10, 2022	36%	N/A	N/A	23%	17%	15%	10%
10/25-26, 2022	23%	N/A	5%	33%	12%	16%	11%
8/16-17, 2022	9%	8%	17%	29%	11%	18%	8%
11/9-10, 2021	34%	N/A	N/A	22%	16%	18%	9%
10/12-13, 2021	22%	N/A	9%	33%	8%	13%	15%
9/28-29, 2021	18%	N/A	15%	30%	8%	14%	15%
8/18-19, 2021	13%	7%	19%	30%	11%	11%	10%
11/24-25, 2020	50%	N/A	N/A	12%	17%	12%	8%
10/13-14, 2020	25%	N/A	8%	30%	9%	15%	13%
9/29-30, 2020	19%	2%	17%	26%	8%	13%	14%
9/15-16, 2020	14%	3%	16%	25%	9%	14%	19%
9/1-2, 2020	12%	7%	17%	28%	10%	12%	13%

10. When thinking about the upcoming holiday season, which of the following emotions, if any, describe how you're currently feeling? You may select up to three.

	9/12-13, 2023	11/13-14, 2024
Happy	32%	36%
Grateful	34%	35%
Joyful	30%	32%
Stressed	33%	28%
Excited	32%	25%
Tired	21%	18%
Worried	20%	17%
Generous	11%	15%
Other	2%	3%
None of the above	9%	9%



PUBLIC POLL FINDINGS AND METHODOLOGY

11. **[ASKED IF Q10 = Stressed OR Worried]** What, specifically, about the upcoming holiday season has you feeling stressed or worried?

	9/12-13, 2023 (N=432)	11/13-14, 2024 (N=400)
Paying for gifts	60%	62%
Finding the perfect gifts for everyone	38%	41%
Paying for food/entertainment	29%	32%
Dealing with large crowds at stores	27%	31%
Attending parties and/or family gatherings	30%	24%
Cooking enough food for holiday dinner(s)	14%	19%
Putting up decorations	8%	16%
Political disagreements at family gatherings	N/A	12%
Affording travel costs	16%	11%
Other	5%	14%
None of the above	2%	2%





PUBLIC POLL FINDINGS AND METHODOLOGY

12. Now that the election is over and Donald Trump is the president-elect, are you more or less confident in each of the following?

**August 2024 wording: If Kamala Harris wins the 2024 presidential election, does that make you more or less confident in each of the following?*

**March 2024 wording: If Joe Biden wins the 2024 presidential election, does that make you more or less confident in each of the following?*

**November 2020 wording: Now that Joe Biden is the president-elect, are you more or less confident in each of the following?*

**Wording prior to November 2020: Now, on to a different topic. If Joe Biden wins the 2020 presidential election, does that make you more or less confident in each of the following?*

Total More Confident Summary

	9/29-30, 2020*	10/27-28, 2020*	11/10-11, 2020	3/5-6, 2024	8/6-7, 2024	8/20-21, 2024	11/13-14, 2024
Stabilization of immigration rates	N/A	N/A	N/A	N/A	N/A	30%	41%
Your family's future well being	43%	45%	45%	27%	41%	N/A	39%
Freedom of speech	41%	43%	38%	27%	37%	N/A	36%
The future of small businesses	41%	41%	38%	N/A	35%	N/A	36%
The ability to grow your savings	34%	35%	31%	N/A	28%	N/A	36%
Paying your bills	30%	31%	27%	18%	30%	N/A	34%
An end to the conflicts in Palestine and Ukraine	N/A	N/A	N/A	N/A	N/A	28%	32%
The future of democracy in the U.S.	N/A	N/A	N/A	N/A	41%	N/A	31%
Technological advancement	33%	N/A	N/A	N/A	29%	N/A	29%
The U.S. becoming less divided	N/A	N/A	N/A	N/A	N/A	33%	25%
Corporations becoming more socially responsible	37%	38%	33%	N/A	34%	N/A	24%
The responsible development of AI	N/A	N/A	N/A	N/A	N/A	26%	20%
The integrity of social media companies	29%	29%	25%	N/A	26%	N/A	18%
Access to abortion and other reproductive healthcare	N/A	N/A	N/A	N/A	N/A	50%	15%

12. Now that the election is over and Donald Trump is the president-elect, are you more or less confident in each of the following? *(Continued)*

a. Your family's future well being

	9/29-30, 2020	10/27-28, 2020	11/10-11, 2020	3/5-6, 2024	8/6-7, 2024	11/13-14, 2024
More confident	43%	45%	45%	27%	41%	39%
Makes no difference	17%	17%	21%	23%	18%	21%
Less confident	32%	30%	27%	41%	35%	32%
Don't know	8%	8%	7%	9%	6%	8%

b. Paying your bills

	9/29-30, 2020	10/27-28, 2020	11/10-11, 2020	3/5-6, 2024	8/6-7, 2024	11/13-14, 2024
More confident	30%	31%	27%	18%	30%	34%
Makes no difference	35%	38%	48%	37%	27%	37%
Less confident	24%	24%	18%	36%	35%	20%
Don't know	10%	7%	7%	9%	8%	9%

c. The integrity of social media companies

	9/29-30, 2020	10/27-28, 2020	11/10-11, 2020	8/6-7, 2024	11/13-14, 2024
More confident	29%	29%	25%	26%	18%
Makes no difference	31%	32%	37%	31%	32%
Less confident	26%	27%	26%	32%	35%
Don't know	14%	12%	13%	11%	14%

d. The ability to grow your savings

	9/29-30, 2020	10/27-28, 2020	11/10-11, 2020	8/6-7, 2024	11/13-14, 2024
More confident	34%	35%	31%	28%	36%
Makes no difference	25%	25%	32%	26%	24%
Less confident	30%	31%	26%	39%	30%
Don't know	12%	9%	11%	7%	10%

e. Freedom of speech

	9/29-30, 2020	10/27-28, 2020	11/10-11, 2020	3/5-6, 2024	8/6-7, 2024	11/13-14, 2024
More confident	41%	43%	38%	27%	37%	36%
Makes no difference	21%	23%	29%	29%	22%	23%
Less confident	29%	26%	25%	36%	34%	33%
Don't know	9%	8%	7%	8%	7%	8%

12. Now that the election is over and Donald Trump is the president-elect, are you more or less confident in each of the following? *(Continued)*

f. Corporations becoming more socially responsible

	9/29-30, 2020	10/27-28, 2020	11/10-11, 2020	8/6-7, 2024	11/13-14, 2024
More confident	37%	38%	33%	34%	24%
Makes no difference	24%	24%	32%	25%	26%
Less confident	25%	25%	22%	28%	36%
Don't know	14%	12%	13%	12%	13%

g. The future of small businesses

	9/29-30, 2020	10/27-28, 2020	11/10-11, 2020	8/6-7, 2024	11/13-14, 2024
More confident	41%	41%	38%	35%	36%
Makes no difference	16%	19%	19%	21%	18%
Less confident	31%	31%	32%	34%	33%
Don't know	12%	9%	11%	10%	13%

h. The future of democracy in the U.S.

	8/6-7, 2024	11/13-14, 2024
More confident	41%	31%
Makes no difference	17%	16%
Less confident	34%	43%
Don't know	8%	10%

i. Technological advancement

	9/29-30, 2020	8/6-7, 2024	11/13-14, 2024
More confident	33%	29%	29%
Makes no difference	29%	33%	34%
Less confident	24%	24%	22%
Don't know	14%	14%	15%

j. The responsible development of AI

	8/20-21, 2024	11/13-14, 2024
More confident	26%	20%
Makes no difference	28%	34%
Less confident	29%	27%
Don't know	17%	19%



PUBLIC POLL FINDINGS AND METHODOLOGY

12. Now that the election is over and Donald Trump is the president-elect, are you more or less confident in each of the following? *(Continued)*

k. An end to the conflicts in Palestine and Ukraine

	8/20-21, 2024	11/13-14, 2024
More confident	28%	32%
Makes no difference	23%	19%
Less confident	34%	33%
Don't know	14%	16%

l. The U.S. becoming less divided

	8/20-21, 2024	11/13-14, 2024
More confident	33%	25%
Makes no difference	18%	18%
Less confident	36%	46%
Don't know	13%	11%

m. Stabilization of immigration rates

	8/20-21, 2024	11/13-14, 2024
More confident	30%	41%
Makes no difference	20%	15%
Less confident	38%	30%
Don't know	12%	14%

n. Access to abortion and other reproductive healthcare

	8/20-21, 2024	11/13-14, 2024
More confident	50%	15%
Makes no difference	19%	27%
Less confident	20%	45%
Don't know	11%	13%



13. Since the election, are you doing more, less or about the same of the following activities than you were before?

Total More Summary

	11/13-14, 2024
Reading or watching news	16%
Talking about politics with friends / family	15%
Considering moving out of the U.S.	13%
Spending time on social media	11%
Socializing in general	10%

a. Reading or watching news

	11/13-14, 2024
More	16%
About the same	63%
Less	21%

b. Spending time on social media

	11/13-14, 2024
More	11%
About the same	70%
Less	19%

c. Socializing in general

	11/13-14, 2024
More	10%
About the same	77%
Less	12%

d. Talking about politics with friends / family

	11/13-14, 2024
More	15%
About the same	59%
Less	26%

e. Considering moving out of the U.S.

	11/13-14, 2024
More	13%
About the same	52%
Less	35%



PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are some of the findings of the one hundred and sixth wave of an Ipsos poll conducted between November 13-14, 2024. For this survey, a sample of 1,095 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 ninety-sixth wave was conducted May 14-15, 2024 among 1,081 adults
- The ninety-sixth and a half wave was conducted May 30-31, 2024 among 1,086 adults
- The ninety-seventh wave was conducted June 11-12, 2024 among 1,085 adults
- The ninety-eighth wave was conducted June 25-26, 2024 among 1,085 adults
- The ninety-ninth wave was conducted July 23-24, 2024 among 1,081 adults
- The one hundredth wave was conducted August 6-7, 2024 among 1,085 adults
- The one hundred and first wave was conducted August 20-21, 2024 among 1,083 adults
- The one hundred and second wave was conducted September 4-5, 2024 among 1,081 adults
- The one hundred and third wave was conducted September 17-18, 2024 among 1,084 adults
- The one hundred and fourth wave was conducted October 1-2, 2024 among 1,085 adults
- The one hundred and fifth wave was conducted October 15-16, 2024 among 1,085 adults
- The one hundred and sixth wave was conducted October 29-30, 2024 among 1,085 adults
- The one hundred and seventh wave was conducted November 13-14, 2024 among 1,095 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 ($n=1,095$, $DEFF=1.5$, 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-ninth, and ninety-first waves of this study have a credibility interval of plus or minus 3.6 percentage points.

For more information on this news release, please contact:

Mallory Newall
Vice President, US
Public Affairs
+1 202 420-2014
mallory.newall@ipsos.com





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

