



## PUBLIC POLL FINDINGS AND METHODOLOGY

### Ipsos Poll on Consumer Behavior

Washington, DC, January 31, 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
1/28-29, 2025 (N=599)	59%	18%	23%
1/14-15, 2025 (N=559)	59%	17%	24%
12/10-11, 2024 (N=597)	56%	20%	25%
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%





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

## 2. Regarding your type of housing, do you currently...?

	<b>10/15-16, 2024 (N=1,085)</b>	<b>1/28-29, 2025 (N=1,080)</b>
Own	65%	63%
Rent	30%	33%
Neither	5%	4%

## 3. When thinking about your housing situation and more generally about the housing market where you live, how much do you agree or disagree with the following?

### Total Agree Summary

	<b>10/15-16, 2024</b>	<b>1/28-29, 2025</b>
My community should approve additional affordable housing construction	59%	65%
There aren't enough homes on the market where I live	42%	47%
The President of the United States has a lot of control over housing prices	39%	37%
Renting where I live is more affordable than owning	34%	35%
I'd like to move, but my mortgage rate is much lower than current rates so I'm stuck	30%	33%

### a. There aren't enough homes on the market where I live

	<b>10/15-16, 2024</b>	<b>1/28-29, 2025</b>
Strongly agree	16%	19%
Somewhat agree	25%	28%
Somewhat disagree	29%	24%
Strongly disagree	16%	16%
Don't know	14%	14%
<i>Agree (Net)</i>	<i>42%</i>	<i>47%</i>
<i>Disagree (Net)</i>	<i>45%</i>	<i>39%</i>

### b. I'd like to move, but my mortgage rate is much lower than current rates so I'm stuck

	<b>10/15-16, 2024</b>	<b>1/28-29, 2025</b>
Strongly agree	12%	12%
Somewhat agree	19%	21%
Somewhat disagree	22%	18%
Strongly disagree	36%	33%
Don't know	12%	16%
<i>Agree (Net)</i>	<i>30%</i>	<i>33%</i>
<i>Disagree (Net)</i>	<i>57%</i>	<i>51%</i>

3. When thinking about your housing situation and more generally about the housing market where you live, how much do you agree or disagree with the following? *(Continued)*

c. My community should approve additional affordable housing construction

	<b>10/15-16, 2024</b>	<b>1/28-29, 2025</b>
Strongly agree	28%	31%
Somewhat agree	31%	33%
Somewhat disagree	15%	13%
Strongly disagree	15%	9%
Don't know	11%	13%
<i>Agree (Net)</i>	<i>59%</i>	<i>65%</i>
<i>Disagree (Net)</i>	<i>30%</i>	<i>23%</i>

d. Renting where I live is more affordable than owning

	<b>10/15-16, 2024</b>	<b>1/28-29, 2025</b>
Strongly agree	10%	11%
Somewhat agree	23%	24%
Somewhat disagree	25%	22%
Strongly disagree	26%	25%
Don't know	15%	18%
<i>Agree (Net)</i>	<i>34%</i>	<i>35%</i>
<i>Disagree (Net)</i>	<i>51%</i>	<i>47%</i>

e. The President of the United States has a lot of control over housing prices

	<b>10/15-16, 2024</b>	<b>1/28-29, 2025</b>
Strongly agree	13%	14%
Somewhat agree	26%	23%
Somewhat disagree	25%	24%
Strongly disagree	21%	20%
Don't know	14%	19%
<i>Agree (Net)</i>	<i>39%</i>	<i>37%</i>
<i>Disagree (Net)</i>	<i>47%</i>	<i>44%</i>



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### 4. How familiar, if at all, are you with the concept of artificial intelligence (AI)?

	Very familiar	Somewhat familiar	Not very familiar	Not at all familiar	Don't know	Familiar (Net)	Not familiar (Net)
<b>1/28-29, 2025</b>	22%	48%	19%	7%	3%	71%	27%
<b>1/14-15, 2025</b>	27%	46%	18%	7%	1%	73%	26%
<b>12/10-11, 2024</b>	23%	46%	20%	8%	3%	69%	28%
<b>10/15-16, 2024</b>	24%	48%	19%	7%	1%	72%	27%
<b>10/1-2, 2024</b>	22%	47%	22%	7%	1%	69%	30%
<b>9/17-18, 2024</b>	21%	47%	21%	9%	2%	68%	30%
<b>9/4-5, 2024</b>	22%	49%	19%	8%	1%	71%	27%
<b>8/20-21, 2024</b>	23%	50%	19%	7%	2%	72%	26%
<b>8/6-7, 2024</b>	22%	54%	16%	6%	2%	76%	22%
<b>6/25-26, 2024</b>	24%	49%	19%	7%	1%	73%	26%
<b>6/11-12, 2024</b>	25%	48%	19%	6%	1%	73%	26%
<b>4/16-17, 2024</b>	24%	42%	20%	12%	2%	66%	32%
<b>3/19-20, 2024</b>	23%	47%	21%	9%	1%	70%	29%
<b>3/5-6, 2024</b>	22%	46%	21%	9%	3%	67%	30%
<b>2/21-22, 2024</b>	18%	52%	19%	10%	1%	70%	28%
<b>2/6-7, 2024</b>	20%	46%	19%	12%	3%	67%	31%
<b>1/23-24, 2024</b>	19%	47%	22%	10%	2%	66%	32%
<b>12/5-6, 2023</b>	20%	52%	17%	9%	3%	72%	25%
<b>11/7-8, 2023</b>	21%	47%	21%	9%	2%	68%	31%
<b>10/24-25, 2023</b>	17%	49%	20%	10%	3%	67%	30%
<b>10/10-11, 2023</b>	22%	47%	18%	10%	4%	68%	28%
<b>9/26-27, 2023</b>	21%	50%	19%	9%	2%	71%	27%
<b>9/12-13, 2023</b>	21%	48%	19%	9%	2%	70%	28%
<b>8/29-30, 2023</b>	20%	49%	20%	9%	2%	69%	29%
<b>8/15-16, 2023</b>	25%	43%	24%	7%	2%	68%	31%
<b>8/1-2, 2023</b>	20%	52%	17%	8%	3%	71%	25%
<b>7/18-19, 2023</b>	19%	45%	25%	10%	1%	64%	35%
<b>6/21-22, 2023</b>	20%	48%	20%	8%	3%	69%	28%
<b>6/6-7, 2023</b>	21%	52%	18%	7%	1%	73%	26%
<b>5/23-24, 2023</b>	21%	47%	19%	7%	5%	69%	26%
<b>5/9-10, 2023</b>	17%	48%	24%	9%	3%	65%	32%

## 5. How much do you agree or disagree with the following statements?

### Total Agree Summary

	12/5-6, 2023	1/23-24, 2024	1/28-29, 2025
I expect to use AI tools more in the future	N/A	57%	63%
Products and services using artificial intelligence make me nervous	59%	N/A	63%
Products and services using artificial intelligence will profoundly change my daily life in the next 3-5 years	53%	N/A	59%
I trust artificial intelligence to not discriminate or show bias towards any group of people	43%	43%	43%
I trust people not to discriminate or show bias towards any group of people	N/A	38%	43%
Products and services using artificial intelligence make me excited	39%	N/A	40%
Products and services using artificial intelligence have profoundly changed my daily life in the past 3-5 years	34%	N/A	38%
I regularly use AI tools	N/A	33%	35%
I trust that companies that use artificial intelligence will protect my personal data	41%	N/A	35%
<b>[IF EMPLOYED]</b> I have been offered training in AI uses at my job	N/A	30%	28%

### a. I trust artificial intelligence to not discriminate or show bias towards any group of people

	12/5-6, 2023	1/23-24, 2024	1/28-29, 2025
Strongly agree	16%	15%	12%
Somewhat agree	27%	27%	31%
Somewhat disagree	22%	22%	22%
Strongly disagree	18%	22%	23%
Don't know	17%	14%	12%
<b>Agree (Net)</b>	<b>43%</b>	<b>43%</b>	<b>43%</b>
<b>Disagree (Net)</b>	<b>40%</b>	<b>44%</b>	<b>45%</b>

### b. I trust people not to discriminate or show bias towards any group of people

	1/23-24, 2024	1/28-29, 2025
Strongly agree	11%	13%
Somewhat agree	27%	30%
Somewhat disagree	30%	26%
Strongly disagree	26%	25%
Don't know	7%	6%
<b>Agree (Net)</b>	<b>38%</b>	<b>43%</b>
<b>Disagree (Net)</b>	<b>55%</b>	<b>51%</b>

5. How much do you agree or disagree with the following statements? *(Continued)*

c. I regularly use AI tools

	<b>1/23-24, 2024</b>	<b>1/28-29, 2025</b>
Strongly agree	9%	13%
Somewhat agree	24%	23%
Somewhat disagree	23%	28%
Strongly disagree	38%	31%
Don't know	7%	6%
<i>Agree (Net)</i>	<i>33%</i>	<i>35%</i>
<i>Disagree (Net)</i>	<i>60%</i>	<i>59%</i>

d. I expect to use AI tools more in the future

	<b>1/23-24, 2024</b>	<b>1/28-29, 2025</b>
Strongly agree	21%	24%
Somewhat agree	36%	39%
Somewhat disagree	17%	13%
Strongly disagree	15%	12%
Don't know	11%	11%
<i>Agree (Net)</i>	<i>57%</i>	<i>63%</i>
<i>Disagree (Net)</i>	<i>31%</i>	<i>26%</i>

e. **[IF EMPLOYED]** I have been offered training in AI uses at my job

	<b>1/23-24, 2024 (N=551)</b>	<b>1/28-29, 2025 (N=599)</b>
Strongly agree	13%	11%
Somewhat agree	17%	17%
Somewhat disagree	21%	19%
Strongly disagree	45%	46%
Don't know	4%	7%
<i>Agree (Net)</i>	<i>30%</i>	<i>28%</i>
<i>Disagree (Net)</i>	<i>66%</i>	<i>65%</i>

f. I trust that companies that use artificial intelligence will protect my personal data

	<b>12/5-6, 2023</b>	<b>1/28-29, 2025</b>
Strongly agree	14%	8%
Somewhat agree	27%	27%
Somewhat disagree	24%	29%
Strongly disagree	19%	25%
Don't know	16%	11%
<i>Agree (Net)</i>	<i>41%</i>	<i>35%</i>
<i>Disagree (Net)</i>	<i>43%</i>	<i>55%</i>

5. How much do you agree or disagree with the following statements? *(Continued)*

g. Products and services using artificial intelligence make me excited

	<b>12/5-6, 2023</b>	<b>1/28-29, 2025</b>
Strongly agree	10%	10%
Somewhat agree	29%	29%
Somewhat agree	28%	31%
Strongly agree	21%	21%
Don't know	12%	8%
<i>Agree (Net)</i>	<i>39%</i>	<i>40%</i>
<i>Disagree (Net)</i>	<i>49%</i>	<i>52%</i>

h. Products and services using artificial intelligence make me nervous

	<b>12/5-6, 2023</b>	<b>1/28-29, 2025</b>
Strongly agree	24%	22%
Somewhat agree	36%	41%
Somewhat agree	20%	22%
Strongly agree	9%	9%
Don't know	12%	6%
<i>Agree (Net)</i>	<i>59%</i>	<i>63%</i>
<i>Disagree (Net)</i>	<i>28%</i>	<i>31%</i>

i. Products and services using artificial intelligence will profoundly change my daily life in the next 3-5 years

	<b>12/5-6, 2023</b>	<b>1/28-29, 2025</b>
Strongly agree	15%	20%
Somewhat agree	38%	39%
Somewhat agree	17%	17%
Strongly agree	11%	9%
Don't know	19%	15%
<i>Agree (Net)</i>	<i>53%</i>	<i>59%</i>
<i>Disagree (Net)</i>	<i>28%</i>	<i>26%</i>

j. Products and services using artificial intelligence have profoundly changed my daily life in the past 3-5 years

	<b>12/5-6, 2023</b>	<b>1/28-29, 2025</b>
Strongly agree	11%	12%
Somewhat agree	23%	26%
Somewhat agree	25%	28%
Strongly agree	23%	23%
Don't know	17%	11%
<i>Agree (Net)</i>	<i>34%</i>	<i>38%</i>
<i>Disagree (Net)</i>	<i>49%</i>	<i>51%</i>



6. How much of a role, if any, should government have in the oversight of AI?

	4/25-26, 2023	1/28-29, 2025
A major role	38%	43%
A minor role	49%	42%
No role at all	13%	15%

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

## Total Agree Summary

	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
<b>1/28-29, 2025</b>	77%	77%	64%	65%	51%	58%
<b>1/14-15, 2025</b>	84%	78%	68%	67%	50%	57%
<b>12/10-11, 2024</b>	81%	74%	66%	65%	53%	55%
<b>11/13-14, 2024</b>	78%	80%	62%	63%	48%	60%
<b>9/17-18, 2024</b>	78%	N/A	65%	68%	52%	58%
<b>9/4-5, 2024</b>	81%	N/A	62%	60%	50%	59%
<b>8/20-21, 2024</b>	81%	N/A	68%	62%	51%	63%
<b>8/6-7, 2024</b>	77%	77%	67%	65%	49%	N/A
<b>7/23-24, 2024</b>	78%	78%	64%	63%	50%	N/A
<b>6/25-26, 2024</b>	87%	77%	70%	65%	48%	N/A
<b>6/11-12, 2024</b>	81%	77%	73%	68%	53%	N/A
<b>5/14-15, 2024</b>	82%	78%	66%	65%	54%	N/A
<b>4/30-5/1, 2024</b>	81%	77%	64%	63%	49%	N/A
<b>4/16-17, 2024</b>	80%	74%	73%	60%	48%	N/A
<b>4/2-3, 2024</b>	84%	76%	66%	65%	53%	N/A
<b>3/19-20, 2024</b>	83%	81%	69%	68%	49%	N/A
<b>3/5-6, 2024</b>	79%	80%	66%	65%	53%	N/A
<b>2/21-22, 2024</b>	84%	81%	70%	68%	53%	N/A
<b>2/6-7, 2024</b>	84%	77%	70%	63%	51%	N/A
<b>1/23-24, 2024</b>	80%	75%	69%	64%	49%	N/A

## 7. 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)
<b>1/28-29, 2025</b>	32%	45%	15%	4%	5%	77%	19%
<b>1/14-15, 2025</b>	33%	46%	16%	4%	2%	78%	20%
<b>12/10-11, 2024</b>	32%	42%	17%	4%	5%	74%	21%
<b>11/13-14, 2024</b>	34%	46%	14%	3%	3%	80%	17%
<b>8/6-7, 2024</b>	31%	46%	14%	7%	3%	77%	20%
<b>7/23-24, 2024</b>	36%	42%	14%	5%	3%	78%	20%
<b>6/25-26, 2024</b>	36%	41%	15%	4%	4%	77%	18%
<b>6/11-12, 2024</b>	33%	43%	16%	5%	3%	77%	20%
<b>5/14-15, 2024</b>	40%	39%	15%	3%	3%	78%	19%
<b>4/30-5/1, 2024</b>	37%	39%	16%	4%	3%	77%	20%
<b>4/16-17, 2024</b>	34%	40%	19%	5%	2%	74%	24%
<b>4/2-3, 2024</b>	38%	38%	16%	5%	2%	76%	22%
<b>3/19-20, 2024</b>	37%	44%	12%	3%	4%	81%	15%
<b>3/5-6, 2024</b>	33%	47%	13%	4%	3%	80%	17%
<b>2/21-22, 2024</b>	39%	42%	14%	3%	3%	81%	16%
<b>2/6-7, 2024</b>	35%	42%	15%	5%	3%	77%	20%
<b>1/23-24, 2024</b>	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)
<b>1/28-29, 2025</b>	21%	30%	19%	26%	3%	51%	45%
<b>1/14-15, 2025</b>	23%	27%	17%	31%	2%	50%	48%
<b>12/10-11, 2024</b>	22%	31%	17%	28%	3%	53%	45%
<b>11/13-14, 2024</b>	21%	26%	18%	31%	3%	48%	49%
<b>9/17-18, 2024</b>	22%	30%	18%	28%	3%	52%	46%
<b>9/4-5, 2024</b>	19%	31%	15%	33%	3%	50%	48%
<b>8/20-21, 2024</b>	22%	29%	19%	29%	1%	51%	47%
<b>8/6-7, 2024</b>	22%	27%	19%	30%	2%	49%	49%
<b>7/23-24, 2024</b>	22%	28%	19%	29%	2%	50%	48%
<b>6/25-26, 2024</b>	22%	26%	18%	30%	3%	48%	49%
<b>6/11-12, 2024</b>	24%	29%	22%	24%	2%	53%	46%
<b>5/14-15, 2024</b>	25%	29%	18%	26%	2%	54%	44%
<b>4/30-5/1, 2024</b>	22%	27%	18%	31%	2%	49%	49%
<b>4/16-17, 2024</b>	18%	30%	19%	31%	2%	48%	50%
<b>4/2-3, 2024</b>	22%	31%	16%	30%	1%	53%	46%
<b>3/19-20, 2024</b>	20%	28%	18%	31%	2%	49%	49%
<b>3/5-6, 2024</b>	25%	28%	17%	28%	2%	53%	45%
<b>2/21-22, 2024</b>	24%	29%	17%	29%	2%	53%	46%
<b>2/6-7, 2024</b>	21%	31%	19%	27%	2%	51%	46%
<b>1/23-24, 2024</b>	21%	28%	20%	29%	2%	49%	49%

## 7. 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)
1/28-29, 2025	36%	29%	11%	20%	4%	65%	31%
1/14-15, 2025	38%	29%	13%	16%	4%	67%	29%
12/10-11, 2024	38%	27%	14%	19%	3%	65%	32%
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)
1/28-29, 2025	33%	44%	13%	6%	4%	77%	19%
1/14-15, 2025	42%	43%	10%	4%	2%	84%	13%
12/10-11, 2024	39%	43%	12%	3%	4%	81%	15%
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%

## 7. 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)
<b>1/28-29, 2025</b>	18%	46%	22%	6%	9%	64%	28%
<b>1/14-15, 2025</b>	17%	51%	20%	7%	5%	68%	27%
<b>12/10-11, 2024</b>	16%	50%	18%	8%	8%	66%	26%
<b>11/13-14, 2024</b>	16%	46%	22%	6%	10%	62%	28%
<b>9/17-18, 2024</b>	18%	47%	20%	6%	9%	65%	26%
<b>9/4-5, 2024</b>	16%	46%	21%	11%	6%	62%	33%
<b>8/20-21, 2024</b>	16%	52%	18%	7%	8%	68%	25%
<b>8/6-7, 2024</b>	19%	48%	21%	6%	7%	67%	26%
<b>7/23-24, 2024</b>	19%	45%	22%	8%	5%	64%	30%
<b>6/25-26, 2024</b>	21%	49%	18%	6%	6%	70%	24%
<b>6/11-12, 2024</b>	21%	52%	16%	6%	6%	73%	21%
<b>5/14-15, 2024</b>	22%	44%	22%	7%	6%	66%	28%
<b>4/30-5/1, 2024</b>	19%	45%	20%	8%	9%	64%	27%
<b>4/16-17, 2024</b>	22%	52%	15%	5%	6%	73%	21%
<b>4/2-3, 2024</b>	19%	48%	21%	6%	7%	66%	27%
<b>3/19-20, 2024</b>	19%	50%	18%	6%	7%	69%	24%
<b>3/5-6, 2024</b>	19%	46%	19%	8%	7%	66%	28%
<b>2/21-22, 2024</b>	20%	50%	17%	6%	7%	70%	23%
<b>2/6-7, 2024</b>	19%	52%	18%	6%	6%	70%	24%
<b>1/23-24, 2024</b>	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)
<b>1/28-29, 2025</b>	25%	33%	21%	18%	3%	58%	39%
<b>1/14-15, 2025</b>	25%	33%	20%	21%	1%	57%	41%
<b>12/10-11, 2024</b>	23%	32%	23%	20%	2%	55%	43%
<b>11/13-14, 2024</b>	29%	31%	21%	16%	3%	60%	37%
<b>9/17-18, 2024</b>	29%	29%	25%	15%	1%	58%	40%
<b>9/4-5, 2024</b>	25%	35%	21%	18%	1%	59%	39%
<b>8/20-21, 2024</b>	27%	36%	20%	16%	1%	63%	36%



## PUBLIC POLL FINDINGS AND METHODOLOGY

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

#### Total Familiar Summary

	<b>1/28-29, 2025</b>
A rare snowstorm hitting New Orleans, Florida and Texas	68%
A ceasefire being declared in Israel and Gaza	57%
Ohio State defeating Notre Dame in the NCAA college football championship	45%
Former U.S. Surgeon General Dr. Vivek Murthy recommending warning labels about the link between alcohol and cancer	34%
400 million people taking part in the Hindu festival of the Sacred Pitcher in India	13%

#### a. A rare snowstorm hitting New Orleans, Florida and Texas

	<b>1/28-29, 2025</b>
Very familiar	35%
Somewhat familiar	33%
Heard of it, but that's it	17%
Never heard of it	14%
<i>Familiar (Net)</i>	<b>68%</b>
<i>Not Familiar (Net)</i>	<b>32%</b>

#### b. Ohio State defeating Notre Dame in the NCAA college football championship

	<b>1/28-29, 2025</b>
Very familiar	26%
Somewhat familiar	20%
Heard of it, but that's it	18%
Never heard of it	37%
<i>Familiar (Net)</i>	<b>45%</b>
<i>Not Familiar (Net)</i>	<b>55%</b>

#### c. A ceasefire being declared in Israel and Gaza

	<b>1/28-29, 2025</b>
Very familiar	26%
Somewhat familiar	30%
Heard of it, but that's it	28%
Never heard of it	15%
<i>Familiar (Net)</i>	<b>57%</b>
<i>Not Familiar (Net)</i>	<b>43%</b>





## PUBLIC POLL FINDINGS AND METHODOLOGY

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

d. 400 million people taking part in the Hindu festival of the Sacred Pitcher in India

	<b>1/28-29, 2025</b>
Very familiar	5%
Somewhat familiar	8%
Heard of it, but that's it	19%
Never heard of it	68%
<i>Familiar (Net)</i>	<i>13%</i>
<i>Not Familiar (Net)</i>	<i>87%</i>

e. Former U.S. Surgeon General Dr. Vivek Murthy recommending warning labels about the link between alcohol and cancer

	<b>1/28-29, 2025</b>
Very familiar	12%
Somewhat familiar	22%
Heard of it, but that's it	22%
Never heard of it	44%
<i>Familiar (Net)</i>	<i>34%</i>
<i>Not Familiar (Net)</i>	<i>66%</i>

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

a. A rare snowstorm hitting New Orleans, Florida and Texas

	<b>1/28-29, 2025</b>
I care a lot	29%
I care a little	44%
I don't care at all	20%
Don't know	6%

b. Ohio State defeating Notre Dame in the NCAA college football championship

	<b>1/28-29, 2025</b>
I care a lot	14%
I care a little	26%
I don't care at all	54%
Don't know	7%



## PUBLIC POLL FINDINGS AND METHODOLOGY

9. 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. A ceasefire being declared in Israel and Gaza

	<b>1/28-29, 2025</b>
I care a lot	43%
I care a little	34%
I don't care at all	13%
Don't know	10%

- d. 400 million people taking part in the Hindu festival of the Sacred Pitcher in India

	<b>1/28-29, 2025</b>
I care a lot	7%
I care a little	21%
I don't care at all	56%
Don't know	16%

- e. Former U.S. Surgeon General Dr. Vivek Murthy recommending warning labels about the link between alcohol and cancer

	<b>1/28-29, 2025</b>
I care a lot	27%
I care a little	42%
I don't care at all	20%
Don't know	11%

10. Thinking about the upcoming 2025 Super Bowl, do you plan to watch? If so, how?

	<b>1/31-2/1, 2023</b>	<b>2/6-7, 2024</b>	<b>1/28-29, 2025</b>
I plan to watch at home by myself, or with my immediate family	37%	43%	36%
I don't plan to watch the Super Bowl or any highlights	26%	24%	25%
I plan to watch at a Super Bowl party with friends	15%	15%	18%
I plan to watch, but not sure how	9%	7%	11%
I don't plan to watch the Super Bowl, but will watch highlights afterwards	8%	8%	6%
I plan to watch at a bar or restaurant	5%	4%	3%





## PUBLIC POLL FINDINGS AND METHODOLOGY

11. Thinking again about the upcoming 2025 Super Bowl, to what extent do you agree or disagree with the following statements?

### Total Agree Summary

	1/31-2/1, 2023	2/6-7, 2024	1/28-29, 2025
I am excited for the advertisements during the Super Bowl	46%	51%	50%
I am more excited for the advertisements during the Super Bowl than the game itself	33%	40%	37%
I am more excited by the Puppy Bowl than the Super Bowl	N/A	N/A	28%
I am excited for the halftime show featuring Kendrick Lamar*	N/A	36%	27%
I only watch the Super Bowl if I care about the team(s) who are playing that year	27%	24%	26%
I plan to bet on the game	N/A	21%	19%

\*In 2024, this item was "I am excited for the halftime show featuring Usher"

### a. I am excited for the advertisements during the Super Bowl

	10/13-14, 2020	2/2-3, 2021	2/1-3, 2022	1/31-2/1, 2023	2/6-7, 2024	1/28-29, 2025
Strongly agree	12%	11%	15%	19%	18%	16%
Somewhat agree	24%	26%	27%	27%	33%	35%
Neither agree nor disagree	29%	29%	27%	24%	17%	21%
Somewhat disagree	12%	13%	9%	11%	10%	8%
Strongly disagree	17%	16%	16%	18%	20%	19%
Don't know	6%	5%	6%	2%	2%	2%
Agree (Net)	37%	37%	42%	46%	51%	50%
Disagree (Net)	28%	29%	24%	28%	30%	27%

### b. I am more excited for the advertisements during the Super Bowl than the game itself

	2/1-3, 2022	1/31-2/1, 2023	2/6-7, 2024	1/28-29, 2025
Strongly agree	15%	14%	14%	14%
Somewhat agree	21%	20%	26%	22%
Neither agree nor disagree	26%	23%	20%	27%
Somewhat disagree	13%	15%	13%	10%
Strongly disagree	18%	26%	25%	24%
Don't know	7%	3%	2%	3%
Agree (Net)	36%	33%	40%	37%
Disagree (Net)	31%	41%	38%	33%



11. Thinking again about the upcoming 2025 Super Bowl, to what extent do you agree or disagree with the following statements? *(Continued)*

c. I am excited for the halftime show featuring Kendrick Lamar

	2/6-7, 2024	1/28-29, 2025
Strongly agree	15%	13%
Somewhat agree	21%	14%
Neither agree nor disagree	23%	19%
Somewhat disagree	11%	17%
Strongly disagree	28%	34%
Don't know	2%	3%
<i>Agree (Net)</i>	<i>36%</i>	<i>27%</i>
<i>Disagree (Net)</i>	<i>39%</i>	<i>51%</i>

d. I only watch the Super Bowl if I care about the team(s) who are playing that year

	1/31-2/1, 2023	2/6-7, 2024	1/28-29, 2025
Strongly agree	9%	10%	10%
Somewhat agree	18%	14%	17%
Neither agree nor disagree	22%	23%	19%
Somewhat disagree	19%	19%	19%
Strongly disagree	30%	33%	34%
Don't know	2%	2%	2%
<i>Agree (Net)</i>	<i>27%</i>	<i>24%</i>	<i>26%</i>
<i>Disagree (Net)</i>	<i>49%</i>	<i>51%</i>	<i>53%</i>

e. I plan to bet on the game

	2/6-7, 2024	1/28-29, 2025
Strongly agree	9%	11%
Somewhat agree	12%	8%
Neither agree nor disagree	9%	11%
Somewhat disagree	9%	7%
Strongly disagree	57%	60%
Don't know	3%	3%
<i>Agree (Net)</i>	<i>21%</i>	<i>19%</i>
<i>Disagree (Net)</i>	<i>67%</i>	<i>67%</i>

11. Thinking again about the upcoming 2025 Super Bowl, to what extent do you agree or disagree with the following statements? *(Continued)*

f. I am more excited by the Puppy Bowl than the Super Bowl

	<b>1/28-29, 2025</b>
Strongly agree	13%
Somewhat agree	14%
Neither agree nor disagree	23%
Somewhat disagree	10%
Strongly disagree	31%
Don't know	8%
<i>Agree (Net)</i>	<i>28%</i>
<i>Disagree (Net)</i>	<i>41%</i>

12. How, if at all, do you plan to observe Valentine's Day?

	<b>1/31-2/1, 2023</b>	<b>1/28-29, 2025</b>
Buying a gift	22%	25%
Going out on a date	19%	22%
Staying in for a romantic night	20%	20%
Buying a card	20%	18%
Celebrating with friends	7%	9%
Making a homemade gift	8%	8%
Having an "anti-Valentine's Day" party or gathering	3%	3%
Other	3%	4%
I don't plan to celebrate	36%	31%
I don't know	9%	7%

13. Which of the following statements comes closest to your opinion?

	<b>1/28-29, 2025</b>
Climate change is mostly caused by human activity	58%
Climate change is mostly caused by natural patterns	22%
Climate change is not really happening	5%
Other	5%
Don't know	10%

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

### Total Agree Summary

	<b>1/28-29, 2025</b>
Climate change will have positive effects as well as negative ones	38%
Large corporations and government policy can reduce climate change, but individual action makes no difference	37%
It is too late to stop climate change at this point	34%
It will get more difficult to stay in the area I currently live due to climate change	25%
Climate change will have mostly positive effects	16%

#### a. Climate change will have positive effects as well as negative ones

	<b>1/28-29, 2025</b>
Strongly agree	11%
Somewhat agree	26%
Somewhat disagree	29%
Strongly disagree	17%
Don't know	17%
<i>Agree (Net)</i>	<b>38%</b>
<i>Disagree (Net)</i>	<b>45%</b>

#### b. Climate change will have mostly positive effects

	<b>1/28-29, 2025</b>
Strongly agree	5%
Somewhat agree	11%
Somewhat disagree	22%
Strongly disagree	45%
Don't know	17%
<i>Agree (Net)</i>	<b>16%</b>
<i>Disagree (Net)</i>	<b>67%</b>

#### c. Large corporations and government policy can reduce climate change, but individual action makes no difference

	<b>1/28-29, 2025</b>
Strongly agree	10%
Somewhat agree	27%
Somewhat disagree	31%
Strongly disagree	21%
Don't know	11%
<i>Agree (Net)</i>	<b>37%</b>
<i>Disagree (Net)</i>	<b>52%</b>

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

d. It is too late to stop climate change at this point

	<b>1/28-29, 2025</b>
Strongly agree	8%
Somewhat agree	25%
Somewhat disagree	27%
Strongly disagree	24%
Don't know	15%
<i>Agree (Net)</i>	<i>34%</i>
<i>Disagree (Net)</i>	<i>52%</i>

e. It will get more difficult to stay in the area I currently live due to climate change

	<b>1/28-29, 2025</b>
Strongly agree	8%
Somewhat agree	17%
Somewhat disagree	33%
Strongly disagree	26%
Don't know	16%
<i>Agree (Net)</i>	<i>25%</i>
<i>Disagree (Net)</i>	<i>59%</i>



## PUBLIC POLL FINDINGS AND METHODOLOGY

### About the Study

These are some of the findings of the one hundred and tenth wave of an Ipsos poll conducted between January 28-29, 2025. For this survey, a sample of 1,080 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





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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 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 one hundred and eighth wave was conducted December 10-11, 2024 among 1,085 adults
- The one hundred and ninth wave was conducted January 14-15, 2025 among 1,085 adults
- The one hundred and tenth wave was conducted January 28-29, 2025 among 1,080 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 ( $n=1,080$ ,  $DEFF=1.5$ , adjusted Confidence Interval= $\pm 5.1$  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, ninety-second, ninety-third, ninety-fourth, ninety-fifth, ninety-sixth, ninety-seventh, ninety-eighth, ninety-ninth, one hundredth, one hundred and first, one hundred and second, one hundred and third, one hundred and fourth, one hundred and fifth, one hundred and sixth, one hundred and seventh, one hundred and eighth, one hundred and ninth, and one hundred and tenth waves of this study have a credibility interval of 3.6 percentage points.

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### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP [www.ipsos.com](http://www.ipsos.com)

