



## PUBLIC POLL FINDINGS AND METHODOLOGY

### Ipsos Poll on Consumer Behavior

Washington, DC, February 14, 2024

1. What level of threat does today's political climate pose to you personally?

|                          | <b>2/11-12,<br/>2025<br/>(N=1,082)</b> |
|--------------------------|--|
| Very high threat         | 11%                                    |
| High threat              | 15%                                    |
| Moderate threat          | 30%                                    |
| Low threat               | 21%                                    |
| Very low threat          | 14%                                    |
| Don't know               | 8%                                     |
| <i>High Threat (Net)</i> | <i>26%</i>                             |
| <i>Low Threat (Net)</i>  | <i>35%</i>                             |

2. When it comes to the political climate in the U.S., which of the following describes how you feel today?

|                                 | <b>2/11-12,<br/>2025</b> |
|---------------------------------|--------------------------|
| I'm stuck about what to do next | 12%                      |
| I have a lot of uncertainty     | 36%                      |
| I have some uncertainty         | 37%                      |
| I have no uncertainty           | 15%                      |

3. On a five-point scale, with 5 being very satisfied and 1 being very unsatisfied, how satisfied are you with the actions and policies of the federal government? You may choose any number in between.

|                          | <b>2/11-12,<br/>2025</b> |
|--------------------------|--------------------------|
| 5 – Very satisfied       | 10%                      |
| 4                        | 12%                      |
| 3                        | 33%                      |
| 2                        | 16%                      |
| 1 – Very unsatisfied     | 29%                      |
| <i>Satisfied (Net)</i>   | <i>22%</i>               |
| <i>Unsatisfied (Net)</i> | <i>45%</i>               |





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

|                               | Working at my workplace only | Working from home only | Working both from home and at my workplace |
|-------------------------------|------------------------------|------------------------|--|
| <b>2/11-12, 2025 (N=603)</b>  | 52%                          | 22%                    | 26%  |
| <b>1/28-29, 2025 (N=599)</b>  | 59%                          | 18%                    | 23%  |
| <b>1/14-15, 2025 (N=559)</b>  | 59%                          | 17%                    | 24%  |
| <b>12/10-11, 2024 (N=597)</b> | 56%                          | 20%                    | 25%  |
| <b>11/13-14, 2024 (N=555)</b> | 55%                          | 22%                    | 23%  |
| <b>10/29-30, 2024 (N=596)</b> | 53%                          | 21%                    | 25%  |
| <b>10/15-16, 2024 (N=622)</b> | 57%                          | 17%                    | 27%  |
| <b>10/1-2, 2024 (N=565)</b>   | 59%                          | 15%                    | 26%  |
| <b>9/17-18, 2024 (N=599)</b>  | 61%                          | 17%                    | 22%  |
| <b>9/3-4, 2024 (N=569)</b>    | 58%                          | 18%                    | 24%  |
| <b>8/20-21, 2024 (N=586)</b>  | 58%                          | 17%                    | 24%  |
| <b>8/6-7, 2024 (N=599)</b>    | 58%                          | 16%                    | 26%  |
| <b>7/23-24, 2024 (N=603)</b>  | 49%                          | 21%                    | 30%  |
| <b>6/25-26, 2024 (N=591)</b>  | 59%                          | 18%                    | 23%  |
| <b>6/11-12, 2024 (N=639)</b>  | 59%                          | 20%                    | 21%  |
| <b>5/30-31, 2024 (N=612)</b>  | 56%                          | 21%                    | 23%  |
| <b>5/14-15, 2024 (N=583)</b>  | 55%                          | 19%                    | 27%  |
| <b>4/30-5/1, 2024 (N=550)</b> | 51%                          | 20%                    | 29%  |
| <b>4/16-17, 2024 (N=531)</b>  | 51%                          | 21%                    | 28%  |
| <b>4/2-3, 2024 (N=573)</b>    | 53%                          | 20%                    | 26%  |
| <b>3/19-20, 2024 (N=614)</b>  | 52%                          | 20%                    | 27%  |
| <b>3/5-6, 2024 (N=526)</b>    | 56%                          | 19%                    | 25%  |
| <b>2/21-22, 2024 (N=555)</b>  | 50%                          | 23%                    | 26%  |
| <b>2/6-7, 2024 (N=554)</b>    | 52%                          | 21%                    | 27%  |
| <b>1/23-24, 2024 (N=551)</b>  | 47%                          | 21%                    | 32%  |
| <b>1/9-10, 2024 (N=574)</b>   | 51%                          | 17%                    | 32%  |





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4. **[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%  |

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

### Total Agree Summary

|                       | I am hopeful<br>for my future | The world<br>today is<br>changing too<br>fast | I tend to buy<br>brands that<br>reflect my<br>personal<br>values | My religion or<br>faith is very<br>important to<br>me | Being a fan<br>of sports is<br>very<br>important to<br>me | I have often<br>felt stressed<br>or nervous in<br>the past<br>month |
|-----------------------|-------------------------------|---|--|---|---|---|
| <b>2/11-12, 2025</b>  | 74%                           | 75%   | 68%  | 67%   | 51%   | 63%   |
| <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   |

## 5. 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>2/11-12, 2025</b>  | 29%            | 46%            | 16%               | 4%                | 5%         | 75%         | 20%            |
| <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>2/11-12, 2025</b>  | 22%            | 29%            | 18%               | 29%               | 2%         | 51%         | 47%            |
| <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%            |



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5. 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) |
|-----------------------|----------------|----------------|-------------------|-------------------|------------|-------------|----------------|
| <b>2/11-12, 2025</b>  | 41%            | 26%            | 12%               | 17%               | 4%         | 67%         | 29%            |
| <b>1/28-29, 2025</b>  | 36%            | 29%            | 11%               | 20%               | 4%         | 65%         | 31%            |
| <b>1/14-15, 2025</b>  | 38%            | 29%            | 13%               | 16%               | 4%         | 67%         | 29%            |
| <b>12/10-11, 2024</b> | 38%            | 27%            | 14%               | 19%               | 3%         | 65%         | 32%            |
| <b>11/13-14, 2024</b> | 36%            | 27%            | 14%               | 22%               | 2%         | 63%         | 35%            |
| <b>9/17-18, 2024</b>  | 41%            | 26%            | 13%               | 16%               | 3%         | 68%         | 29%            |
| <b>9/4-5, 2024</b>    | 29%            | 31%            | 15%               | 22%               | 3%         | 60%         | 37%            |
| <b>8/20-21, 2024</b>  | 32%            | 30%            | 17%               | 17%               | 4%         | 62%         | 33%            |
| <b>8/6-7, 2024</b>    | 36%            | 29%            | 14%               | 17%               | 4%         | 65%         | 32%            |
| <b>7/23-24, 2024</b>  | 37%            | 26%            | 16%               | 19%               | 2%         | 63%         | 35%            |
| <b>6/25-26, 2024</b>  | 37%            | 28%            | 11%               | 21%               | 3%         | 65%         | 33%            |
| <b>6/11-12, 2024</b>  | 38%            | 29%            | 14%               | 15%               | 4%         | 68%         | 29%            |
| <b>5/14-15, 2024</b>  | 40%            | 26%            | 15%               | 17%               | 3%         | 65%         | 31%            |
| <b>4/30-5/1, 2024</b> | 37%            | 26%            | 14%               | 21%               | 2%         | 63%         | 35%            |
| <b>4/16-17, 2024</b>  | 34%            | 26%            | 14%               | 22%               | 3%         | 60%         | 37%            |
| <b>4/2-3, 2024</b>    | 37%            | 28%            | 15%               | 18%               | 2%         | 65%         | 33%            |
| <b>3/19-20, 2024</b>  | 36%            | 32%            | 14%               | 15%               | 3%         | 68%         | 28%            |
| <b>3/5-6, 2024</b>    | 37%            | 28%            | 14%               | 18%               | 3%         | 65%         | 32%            |
| <b>2/21-22, 2024</b>  | 41%            | 27%            | 15%               | 15%               | 3%         | 68%         | 29%            |
| <b>2/6-7, 2024</b>    | 34%            | 30%            | 15%               | 20%               | 2%         | 63%         | 35%            |
| <b>1/23-24, 2024</b>  | 36%            | 27%            | 14%               | 20%               | 3%         | 64%         | 33%            |





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

d. I am hopeful for my future

|                       | Strongly agree | Somewhat agree | Somewhat disagree | Strongly disagree | Don't know | Agree (Net) | Disagree (Net) |
|-----------------------|----------------|----------------|-------------------|-------------------|------------|-------------|----------------|
| <b>2/11-12, 2025</b>  | 36%            | 39%            | 13%               | 6%                | 6%         | 74%         | 20%            |
| <b>1/28-29, 2025</b>  | 33%            | 44%            | 13%               | 6%                | 4%         | 77%         | 19%            |
| <b>1/14-15, 2025</b>  | 42%            | 43%            | 10%               | 4%                | 2%         | 84%         | 13%            |
| <b>12/10-11, 2024</b> | 39%            | 43%            | 12%               | 3%                | 4%         | 81%         | 15%            |
| <b>11/13-14, 2024</b> | 35%            | 42%            | 12%               | 5%                | 5%         | 78%         | 17%            |
| <b>9/17-18, 2024</b>  | 34%            | 44%            | 14%               | 4%                | 4%         | 78%         | 18%            |
| <b>9/4-5, 2024</b>    | 39%            | 42%            | 12%               | 5%                | 2%         | 81%         | 17%            |
| <b>8/20-21, 2024</b>  | 35%            | 46%            | 10%               | 5%                | 5%         | 81%         | 14%            |
| <b>8/6-7, 2024</b>    | 36%            | 41%            | 15%               | 5%                | 3%         | 77%         | 20%            |
| <b>7/23-24, 2024</b>  | 38%            | 40%            | 16%               | 4%                | 2%         | 78%         | 20%            |
| <b>6/25-26, 2024</b>  | 40%            | 47%            | 8%                | 3%                | 2%         | 87%         | 11%            |
| <b>6/11-12, 2024</b>  | 34%            | 48%            | 10%               | 5%                | 4%         | 81%         | 15%            |
| <b>5/14-15, 2024</b>  | 42%            | 39%            | 11%               | 4%                | 3%         | 82%         | 15%            |
| <b>4/30-5/1, 2024</b> | 37%            | 44%            | 10%               | 6%                | 3%         | 81%         | 16%            |
| <b>4/16-17, 2024</b>  | 42%            | 38%            | 12%               | 6%                | 3%         | 80%         | 18%            |
| <b>4/2-3, 2024</b>    | 43%            | 41%            | 9%                | 4%                | 2%         | 84%         | 13%            |
| <b>3/19-20, 2024</b>  | 37%            | 47%            | 10%               | 3%                | 3%         | 83%         | 13%            |
| <b>3/5-6, 2024</b>    | 35%            | 44%            | 12%               | 5%                | 4%         | 79%         | 17%            |
| <b>2/21-22, 2024</b>  | 43%            | 42%            | 8%                | 5%                | 3%         | 84%         | 13%            |
| <b>2/6-7, 2024</b>    | 35%            | 49%            | 8%                | 5%                | 4%         | 84%         | 13%            |
| <b>1/23-24, 2024</b>  | 33%            | 47%            | 11%               | 5%                | 4%         | 80%         | 17%            |



5. 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>2/11-12, 2025</b>  | 18%            | 50%            | 17%               | 8%                | 7%         | 68%         | 25%            |
| <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>2/11-12, 2025</b>  | 28%            | 34%            | 21%               | 14%               | 2%         | 63%         | 35%            |
| <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

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

#### Total Familiar Summary

|   | <b>2/11-12,<br/>2025</b> |
|---|--------------------------|
| The Philadelphia Eagles defeating the reigning Super Bowl Champions Kansas City Chiefs in Super Bowl LIX  | 81%                      |
| The Trump Administration declaring that there are only two genders for all federal ID documents, reversing a previous policy  | 75%                      |
| The effort to quickly reduce the size of the federal government workforce through deferred resignations and firings.  | 63%                      |
| Efforts to dismantle the U.S. Agency for International Development (USAID)  | 59%                      |
| Agents of the Trump Administration having direct access to the federal payments system including those for Social Security, Medicare, and federal contracts.                | 58%                      |
| Proposals to dismantle the U.S. Department of Education   | 58%                      |
| The U.S. taking control of the Gaza Strip and displacing the Palestinians who live there  | 55%                      |
| FBI agents suing the Trump Administration over plans to compile a list of agents who worked on the Jan. 6, 2021, investigation  | 49%                      |
| Beyonce winning her first Album of the Year Grammy award  | 48%                      |
| The U.S. Department of Justice threatening criminal prosecution of private-sector companies for their DEI programs  | 47%                      |
| State Departments of Transportation (DOT) receiving memos from the U.S. DOT that places with higher marriage and birth rates should get more federal transportation funding | 22%                      |

#### a. Beyonce winning her first Album of the Year Grammy award

|                            | <b>2/11-12,<br/>2025</b> |
|----------------------------|--------------------------|
| Very familiar              | 25%                      |
| Somewhat familiar          | 23%                      |
| Heard of it, but that's it | 28%                      |
| Never heard of it          | 24%                      |
| <i>Familiar (Net)</i>      | <b>48%</b>               |
| <i>Not Familiar (Net)</i>  | <b>52%</b>               |

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

- b. The U.S. Department of Justice threatening criminal prosecution of private-sector companies for their DEI programs

|                            | <b>2/11-12,<br/>2025</b> |
|----------------------------|--------------------------|
| Very familiar              | 18%                      |
| Somewhat familiar          | 29%                      |
| Heard of it, but that's it | 24%                      |
| Never heard of it          | 29%                      |
| <i>Familiar (Net)</i>      | <i>47%</i>               |
| <i>Not Familiar (Net)</i>  | <i>53%</i>               |

- c. The U.S. taking control of the Gaza Strip and displacing the Palestinians who live there

|                            | <b>2/11-12,<br/>2025</b> |
|----------------------------|--------------------------|
| Very familiar              | 26%                      |
| Somewhat familiar          | 29%                      |
| Heard of it, but that's it | 30%                      |
| Never heard of it          | 15%                      |
| <i>Familiar (Net)</i>      | <i>55%</i>               |
| <i>Not Familiar (Net)</i>  | <i>45%</i>               |

- d. Efforts to dismantle the U.S. Agency for International Development (USAID)

|                            | <b>2/11-12,<br/>2025</b> |
|----------------------------|--------------------------|
| Very familiar              | 31%                      |
| Somewhat familiar          | 28%                      |
| Heard of it, but that's it | 22%                      |
| Never heard of it          | 19%                      |
| <i>Familiar (Net)</i>      | <i>59%</i>               |
| <i>Not Familiar (Net)</i>  | <i>41%</i>               |

- e. Agents of the Trump Administration having direct access to the federal payments system including those for Social Security, Medicare, and federal contracts

|                            | <b>2/11-12,<br/>2025</b> |
|----------------------------|--------------------------|
| Very familiar              | 28%                      |
| Somewhat familiar          | 30%                      |
| Heard of it, but that's it | 23%                      |
| Never heard of it          | 20%                      |
| <i>Familiar (Net)</i>      | <i>58%</i>               |
| <i>Not Familiar (Net)</i>  | <i>42%</i>               |

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

- f. FBI agents suing the Trump Administration over plans to compile a list of agents who worked on the Jan. 6, 2021, investigation

|                            | <b>2/11-12,<br/>2025</b> |
|----------------------------|--------------------------|
| Very familiar              | 22%                      |
| Somewhat familiar          | 27%                      |
| Heard of it, but that's it | 25%                      |
| Never heard of it          | 26%                      |
| <i>Familiar (Net)</i>      | <b>49%</b>               |
| <i>Not Familiar (Net)</i>  | <b>51%</b>               |

- g. State Departments of Transportation (DOT) receiving memos from the U.S. DOT that places with higher marriage and birth rates should get more federal transportation funding

|                            | <b>2/11-12,<br/>2025</b> |
|----------------------------|--------------------------|
| Very familiar              | 8%                       |
| Somewhat familiar          | 14%                      |
| Heard of it, but that's it | 21%                      |
| Never heard of it          | 57%                      |
| <i>Familiar (Net)</i>      | <b>22%</b>               |
| <i>Not Familiar (Net)</i>  | <b>78%</b>               |

- h. The effort to quickly reduce the size of the federal government workforce through deferred resignations and firings

|                            | <b>2/11-12,<br/>2025</b> |
|----------------------------|--------------------------|
| Very familiar              | 35%                      |
| Somewhat familiar          | 28%                      |
| Heard of it, but that's it | 23%                      |
| Never heard of it          | 14%                      |
| <i>Familiar (Net)</i>      | <b>63%</b>               |
| <i>Not Familiar (Net)</i>  | <b>37%</b>               |

- i. Proposals to dismantle the U.S. Department of Education

|                            | <b>2/11-12,<br/>2025</b> |
|----------------------------|--------------------------|
| Very familiar              | 28%                      |
| Somewhat familiar          | 30%                      |
| Heard of it, but that's it | 25%                      |
| Never heard of it          | 17%                      |
| <i>Familiar (Net)</i>      | <b>58%</b>               |
| <i>Not Familiar (Net)</i>  | <b>42%</b>               |

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

- j. The Trump Administration declaring that there are only two genders for all federal ID documents, reversing a previous policy

|                            | <b>2/11-12,<br/>2025</b> |
|----------------------------|--------------------------|
| Very familiar              | 50%                      |
| Somewhat familiar          | 25%                      |
| Heard of it, but that's it | 16%                      |
| Never heard of it          | 9%                       |
| <i>Familiar (Net)</i>      | <i>75%</i>               |
| <i>Not Familiar (Net)</i>  | <i>25%</i>               |

- k. The Philadelphia Eagles defeating the reigning Super Bowl Champions Kansas City Chiefs in Super Bowl LIX

|                            | <b>2/11-12,<br/>2025</b> |
|----------------------------|--------------------------|
| Very familiar              | 64%                      |
| Somewhat familiar          | 17%                      |
| Heard of it, but that's it | 13%                      |
| Never heard of it          | 6%                       |
| <i>Familiar (Net)</i>      | <i>81%</i>               |
| <i>Not Familiar (Net)</i>  | <i>19%</i>               |

7. 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. Beyonce winning her first Album of the Year Grammy award

|                     | <b>2/11-12,<br/>2025</b> |
|---------------------|--------------------------|
| I care a lot        | 8%                       |
| I care a little     | 14%                      |
| I don't care at all | 71%                      |
| Don't know          | 7%                       |

- b. The U.S. Department of Justice threatening criminal prosecution of private-sector companies for their DEI programs

|                     | <b>2/11-12,<br/>2025</b> |
|---------------------|--------------------------|
| I care a lot        | 40%                      |
| I care a little     | 28%                      |
| I don't care at all | 17%                      |
| Don't know          | 16%                      |

7. 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. The U.S. taking control of the Gaza Strip and displacing the Palestinians who live there

|                     | <b>2/11-12,<br/>2025</b> |
|---------------------|--------------------------|
| I care a lot        | 34%                      |
| I care a little     | 34%                      |
| I don't care at all | 17%                      |
| Don't know          | 14%                      |

d. Efforts to dismantle the U.S. Agency for International Development (USAID)

|                     | <b>2/11-12,<br/>2025</b> |
|---------------------|--------------------------|
| I care a lot        | 43%                      |
| I care a little     | 28%                      |
| I don't care at all | 15%                      |
| Don't know          | 15%                      |

e. Agents of the Trump Administration having direct access to the federal payments system including those for Social Security, Medicare, and federal contracts

|                     | <b>2/11-12,<br/>2025</b> |
|---------------------|--------------------------|
| I care a lot        | 53%                      |
| I care a little     | 26%                      |
| I don't care at all | 13%                      |
| Don't know          | 8%                       |

f. FBI agents suing the Trump Administration over plans to compile a list of agents who worked on the Jan. 6, 2021, investigation

|                     | <b>2/11-12,<br/>2025</b> |
|---------------------|--------------------------|
| I care a lot        | 34%                      |
| I care a little     | 33%                      |
| I don't care at all | 20%                      |
| Don't know          | 12%                      |

g. State Departments of Transportation (DOT) receiving memos from the U.S. DOT that places with higher marriage and birth rates should get more federal transportation funding

|                     | <b>2/11-12,<br/>2025</b> |
|---------------------|--------------------------|
| I care a lot        | 23%                      |
| I care a little     | 36%                      |
| I don't care at all | 20%                      |
| Don't know          | 20%                      |

7. 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)*

h. The effort to quickly reduce the size of the federal government workforce through deferred resignations and firings

|                     | <b>2/11-12,<br/>2025</b> |
|---------------------|--------------------------|
| I care a lot        | 48%                      |
| I care a little     | 29%                      |
| I don't care at all | 14%                      |
| Don't know          | 10%                      |

i. Proposals to dismantle the U.S. Department of Education

|                     | <b>2/11-12,<br/>2025</b> |
|---------------------|--------------------------|
| I care a lot        | 55%                      |
| I care a little     | 27%                      |
| I don't care at all | 10%                      |
| Don't know          | 7%                       |

j. The Trump Administration declaring that there are only two genders for all federal ID documents, reversing a previous policy

|                     | <b>2/11-12,<br/>2025</b> |
|---------------------|--------------------------|
| I care a lot        | 51%                      |
| I care a little     | 23%                      |
| I don't care at all | 18%                      |
| Don't know          | 8%                       |

k. The Philadelphia Eagles defeating the reigning Super Bowl Champions Kansas City Chiefs in Super Bowl LIX

|                     | <b>2/11-12,<br/>2025</b> |
|---------------------|--------------------------|
| I care a lot        | 18%                      |
| I care a little     | 30%                      |
| I don't care at all | 48%                      |
| Don't know          | 4%                       |

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

### Total Agree Summary

|  | 12/10-11,<br>2024 | 2/11-12,<br>2025 |
|--|-------------------|------------------|
| Tariffs on imported goods will lead to higher prices on food, electronics and other goods      | 64%               | 70%              |
| I have already seen prices increasing on things I buy specifically because of proposed tariffs | N/A               | 43%              |
| Even if prices increase because of tariffs, it's worth it to get what we want as a country     | N/A               | 37%              |
| Tariffs on imported goods will lead to more jobs in the U.S.                                   | 28%               | 32%              |
| It's fair for companies to pass tariff costs along to shoppers, in the form of higher prices   | N/A               | 32%              |
| I am stocking up on items that I think will cost more if the U.S. enacts tariffs on imports    | 25%               | 26%              |

### a. I am stocking up on items that I think will cost more if the U.S. enacts tariffs on imports

|                            | 12/10-11,<br>2024 | 2/11-12,<br>2025 |
|----------------------------|-------------------|------------------|
| Strongly agree             | 8%                | 9%               |
| Somewhat agree             | 17%               | 17%              |
| Neither agree nor disagree | 36%               | 32%              |
| Somewhat disagree          | 20%               | 23%              |
| Strongly disagree          | 19%               | 19%              |
| <i>Agree (Net)</i>         | <i>25%</i>        | <i>26%</i>       |
| <i>Disagree (Net)</i>      | <i>39%</i>        | <i>42%</i>       |

### b. Tariffs on imported goods will lead to more jobs in the U.S.

|                            | 12/10-11,<br>2024 | 2/11-12,<br>2025 |
|----------------------------|-------------------|------------------|
| Strongly agree             | 9%                | 11%              |
| Somewhat agree             | 19%               | 21%              |
| Neither agree nor disagree | 38%               | 30%              |
| Somewhat disagree          | 17%               | 21%              |
| Strongly disagree          | 16%               | 17%              |
| <i>Agree (Net)</i>         | <i>28%</i>        | <i>32%</i>       |
| <i>Disagree (Net)</i>      | <i>34%</i>        | <i>38%</i>       |

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

- c. Tariffs on imported goods will lead to higher prices on food, electronics and other goods

|                            | <b>12/10-11,<br/>2024</b> | <b>2/11-12,<br/>2025</b> |
|----------------------------|---------------------------|--------------------------|
| Strongly agree             | 35%                       | 41%                      |
| Somewhat agree             | 29%                       | 29%                      |
| Neither agree nor disagree | 28%                       | 20%                      |
| Somewhat disagree          | 6%                        | 7%                       |
| Strongly disagree          | 2%                        | 3%                       |
| <i>Agree (Net)</i>         | <b>64%</b>                | <b>70%</b>               |
| <i>Disagree (Net)</i>      | <b>8%</b>                 | <b>10%</b>               |

- d. It's fair for companies to pass tariff costs along to shoppers, in the form of higher prices

|                            | <b>2/11-12,<br/>2025</b> |
|----------------------------|--------------------------|
| Strongly agree             | 7%                       |
| Somewhat agree             | 25%                      |
| Neither agree nor disagree | 30%                      |
| Somewhat disagree          | 18%                      |
| Strongly disagree          | 20%                      |
| <i>Agree (Net)</i>         | <b>32%</b>               |
| <i>Disagree (Net)</i>      | <b>38%</b>               |

- e. Even if prices increase because of tariffs, it's worth it to get what we want as a country

|                            | <b>2/11-12,<br/>2025</b> |
|----------------------------|--------------------------|
| Strongly agree             | 16%                      |
| Somewhat agree             | 21%                      |
| Neither agree nor disagree | 28%                      |
| Somewhat disagree          | 16%                      |
| Strongly disagree          | 19%                      |
| <i>Agree (Net)</i>         | <b>37%</b>               |
| <i>Disagree (Net)</i>      | <b>35%</b>               |

- f. I have already seen prices increasing on things I buy specifically because of proposed tariffs

|                            | <b>2/11-12,<br/>2025</b> |
|----------------------------|--------------------------|
| Strongly agree             | 19%                      |
| Somewhat agree             | 24%                      |
| Neither agree nor disagree | 32%                      |
| Somewhat disagree          | 13%                      |
| Strongly disagree          | 11%                      |
| <i>Agree (Net)</i>         | <b>43%</b>               |
| <i>Disagree (Net)</i>      | <b>24%</b>               |



9. Did you watch the Super Bowl? If so, how?

|   | <b>2/11-12,<br/>2025</b> |
|---|--------------------------|
| I watched at home by myself, or with my immediate family                      | 47%                      |
| I watched at a Super Bowl party with friends                                  | 15%                      |
| I watched at a bar or restaurant  | 3%                       |
| I didn't watch the Super Bowl, but watched game highlights afterwards         | 6%                       |
| I didn't watch the Super Bowl, but watched some of the commercials afterwards | 5%                       |
| I didn't watch the Super Bowl or any highlights                               | 25%                      |

10. When making purchases, how often, if at all, does whether a product is made in America or produced by an American company factor into your decision?

|                              | <b>1/18-19,<br/>2023</b> | <b>9/12-13,<br/>2023</b> | <b>2/11-12,<br/>2025</b> |
|------------------------------|--------------------------|--------------------------|--------------------------|
| Often                        | 23%                      | 23%                      | 20%                      |
| Sometimes                    | 42%                      | 40%                      | 41%                      |
| Rarely                       | 20%                      | 22%                      | 24%                      |
| Never                        | 9%                       | 13%                      | 11%                      |
| Don't know                   | 5%                       | 2%                       | 4%                       |
| <i>Often/Sometimes (Net)</i> | <i>65%</i>               | <i>63%</i>               | <i>61%</i>               |
| <i>Rarely/Never (Net)</i>    | <i>30%</i>               | <i>34%</i>               | <i>35%</i>               |

11. When it comes to "buying American," how much do you agree or disagree with the following statements?

Total Agree Summary

|  | <b>1/18-19,<br/>2023</b> | <b>9/12-13,<br/>2023</b> | <b>2/11-12,<br/>2025</b> |
|--|--------------------------|--------------------------|--------------------------|
| I like keeping my money in my community  | 82%                      | 77%                      | 81%                      |
| I want to support American values with the purchases I make                                    | 80%                      | 78%                      | 72%                      |
| I think American made products are better quality  | 68%                      | 68%                      | 64%                      |
| I like buying American goods, even if they cost more   | N/A                      | N/A                      | 56%                      |
| American-made products usually have a smaller supply chain which is better for the environment | 63%                      | 62%                      | 54%                      |

11. When it comes to “buying American,” how much do you agree or disagree with the following statements? *(Continued)*

a. I think American made products are better quality

|                       | <b>1/18-19,<br/>2023</b> | <b>9/12-13,<br/>2023</b> | <b>2/11-12,<br/>2025</b> |
|-----------------------|--------------------------|--------------------------|--------------------------|
| Strongly agree        | 28%                      | 28%                      | 29%                      |
| Somewhat agree        | 40%                      | 40%                      | 35%                      |
| Somewhat disagree     | 17%                      | 15%                      | 17%                      |
| Strongly disagree     | 4%                       | 6%                       | 6%                       |
| Don't know            | 12%                      | 12%                      | 13%                      |
| <i>Agree (Net)</i>    | <i>68%</i>               | <i>68%</i>               | <i>64%</i>               |
| <i>Disagree (Net)</i> | <i>21%</i>               | <i>20%</i>               | <i>24%</i>               |

b. American-made products usually have a smaller supply chain which is better for the environment

|                       | <b>1/18-19,<br/>2023</b> | <b>9/12-13,<br/>2023</b> | <b>2/11-12,<br/>2025</b> |
|-----------------------|--------------------------|--------------------------|--------------------------|
| Strongly agree        | 21%                      | 20%                      | 18%                      |
| Somewhat agree        | 42%                      | 42%                      | 36%                      |
| Somewhat disagree     | 14%                      | 14%                      | 18%                      |
| Strongly disagree     | 4%                       | 6%                       | 6%                       |
| Don't know            | 19%                      | 18%                      | 22%                      |
| <i>Agree (Net)</i>    | <i>63%</i>               | <i>62%</i>               | <i>54%</i>               |
| <i>Disagree (Net)</i> | <i>19%</i>               | <i>20%</i>               | <i>24%</i>               |

c. I like keeping my money in my community

|                       | <b>1/18-19,<br/>2023</b> | <b>9/12-13,<br/>2023</b> | <b>2/11-12,<br/>2025</b> |
|-----------------------|--------------------------|--------------------------|--------------------------|
| Strongly agree        | 40%                      | 39%                      | 34%                      |
| Somewhat agree        | 42%                      | 39%                      | 47%                      |
| Somewhat disagree     | 9%                       | 11%                      | 9%                       |
| Strongly disagree     | 3%                       | 5%                       | 3%                       |
| Don't know            | 6%                       | 6%                       | 7%                       |
| <i>Agree (Net)</i>    | <i>82%</i>               | <i>77%</i>               | <i>81%</i>               |
| <i>Disagree (Net)</i> | <i>12%</i>               | <i>16%</i>               | <i>12%</i>               |

d. I want to support American values with the purchases I make

|                       | <b>1/18-19,<br/>2023</b> | <b>9/12-13,<br/>2023</b> | <b>2/11-12,<br/>2025</b> |
|-----------------------|--------------------------|--------------------------|--------------------------|
| Strongly agree        | 40%                      | 32%                      | 30%                      |
| Somewhat agree        | 42%                      | 46%                      | 42%                      |
| Somewhat disagree     | 9%                       | 10%                      | 14%                      |
| Strongly disagree     | 3%                       | 7%                       | 6%                       |
| Don't know            | 6%                       | 6%                       | 9%                       |
| <i>Agree (Net)</i>    | <i>82%</i>               | <i>78%</i>               | <i>72%</i>               |
| <i>Disagree (Net)</i> | <i>12%</i>               | <i>17%</i>               | <i>20%</i>               |



## PUBLIC POLL FINDINGS AND METHODOLOGY

11. When it comes to “buying American,” how much do you agree or disagree with the following statements? *(Continued)*

e. I like buying American goods, even if they cost more

|                       | <b>2/11-12,<br/>2025</b> |
|-----------------------|--------------------------|
| Strongly agree        | 21%                      |
| Somewhat agree        | 35%                      |
| Somewhat disagree     | 25%                      |
| Strongly disagree     | 11%                      |
| Don't know            | 8%                       |
| <i>Agree (Net)</i>    | <i>56%</i>               |
| <i>Disagree (Net)</i> | <i>36%</i>               |

12. Private label products are manufactured by a third party but sold under a retailer's brand name, sometimes also called store brands. Thinking about private label goods, to what extent do you agree or disagree with the following statements?

### Total Agree Summary

|  | <b>2/11-12,<br/>2025</b> |
|--|--------------------------|
| I prefer to stick with food brands whose ingredients I know and trust                            | 83%                      |
| I am willing to purchase private label brands if my usual brand is out of stock                  | 79%                      |
| Private label products are just as good as brand-name products                                   | 74%                      |
| I have favorite brands of products I buy often and am unwilling to switch                        | 74%                      |
| Name-brand products have a proven track record   | 69%                      |
| I can't always find a store brand equivalent of the brand-name product I want                    | 61%                      |
| I am buying more private label products now than I did last year                                 | 52%                      |
| I actively seek out private-label brand options when shopping                                    | 49%                      |
| Brand-name products offer superior quality compared to store brands, justifying the higher price | 46%                      |
| I have had a bad experience with a store brand product in the past and am hesitant to try others | 29%                      |



12. Private label products are manufactured by a third party but sold under a retailer's brand name, sometimes also called store brands. Thinking about private label goods, to what extent do you agree or disagree with the following statements? *(Continued)*

a. Private label products are just as good as brand-name products

|                       | <b>2/11-12,<br/>2025</b> |
|-----------------------|--------------------------|
| Strongly agree        | 21%                      |
| Somewhat agree        | 53%                      |
| Somewhat disagree     | 15%                      |
| Strongly disagree     | 4%                       |
| Don't know            | 6%                       |
| <i>Agree (Net)</i>    | <i>74%</i>               |
| <i>Disagree (Net)</i> | <i>19%</i>               |

b. I am willing to purchase private label brands if my usual brand is out of stock

|                       | <b>2/11-12,<br/>2025</b> |
|-----------------------|--------------------------|
| Strongly agree        | 28%                      |
| Somewhat agree        | 52%                      |
| Somewhat disagree     | 12%                      |
| Strongly disagree     | 3%                       |
| Don't know            | 6%                       |
| <i>Agree (Net)</i>    | <i>79%</i>               |
| <i>Disagree (Net)</i> | <i>14%</i>               |

c. I am buying more private label products now than I did last year

|                       | <b>2/11-12,<br/>2025</b> |
|-----------------------|--------------------------|
| Strongly agree        | 18%                      |
| Somewhat agree        | 34%                      |
| Somewhat disagree     | 27%                      |
| Strongly disagree     | 10%                      |
| Don't know            | 11%                      |
| <i>Agree (Net)</i>    | <i>52%</i>               |
| <i>Disagree (Net)</i> | <i>37%</i>               |

d. Brand-name products offer superior quality compared to store brands, justifying the higher price

|                       | <b>2/11-12,<br/>2025</b> |
|-----------------------|--------------------------|
| Strongly agree        | 12%                      |
| Somewhat agree        | 34%                      |
| Somewhat disagree     | 35%                      |
| Strongly disagree     | 12%                      |
| Don't know            | 7%                       |
| <i>Agree (Net)</i>    | <i>46%</i>               |
| <i>Disagree (Net)</i> | <i>47%</i>               |

12. Private label products are manufactured by a third party but sold under a retailer's brand name, sometimes also called store brands. Thinking about private label goods, to what extent do you agree or disagree with the following statements? *(Continued)*

e. I have favorite brands of products I buy often and am unwilling to switch

|                       | <b>2/11-12,<br/>2025</b> |
|-----------------------|--------------------------|
| Strongly agree        | 24%                      |
| Somewhat agree        | 50%                      |
| Somewhat disagree     | 19%                      |
| Strongly disagree     | 5%                       |
| Don't know            | 3%                       |
| <i>Agree (Net)</i>    | <i>74%</i>               |
| <i>Disagree (Net)</i> | <i>23%</i>               |

f. I prefer to stick with food brands whose ingredients I know and trust

|                       | <b>2/11-12,<br/>2025</b> |
|-----------------------|--------------------------|
| Strongly agree        | 36%                      |
| Somewhat agree        | 47%                      |
| Somewhat disagree     | 12%                      |
| Strongly disagree     | 2%                       |
| Don't know            | 3%                       |
| <i>Agree (Net)</i>    | <i>83%</i>               |
| <i>Disagree (Net)</i> | <i>14%</i>               |

g. I have had a bad experience with a store brand product in the past and am hesitant to try others

|                       | <b>2/11-12,<br/>2025</b> |
|-----------------------|--------------------------|
| Strongly agree        | 7%                       |
| Somewhat agree        | 22%                      |
| Somewhat disagree     | 38%                      |
| Strongly disagree     | 28%                      |
| Don't know            | 5%                       |
| <i>Agree (Net)</i>    | <i>29%</i>               |
| <i>Disagree (Net)</i> | <i>66%</i>               |

h. I can't always find a store brand equivalent of the brand-name product I want

|                       | <b>2/11-12,<br/>2025</b> |
|-----------------------|--------------------------|
| Strongly agree        | 17%                      |
| Somewhat agree        | 45%                      |
| Somewhat disagree     | 24%                      |
| Strongly disagree     | 7%                       |
| Don't know            | 7%                       |
| <i>Agree (Net)</i>    | <i>61%</i>               |
| <i>Disagree (Net)</i> | <i>31%</i>               |

12. Private label products are manufactured by a third party but sold under a retailer's brand name, sometimes also called store brands. Thinking about private label goods, to what extent do you agree or disagree with the following statements? *(Continued)*

i. Name-brand products have a proven track record

|                       | <b>2/11-12,<br/>2025</b> |
|-----------------------|--------------------------|
| Strongly agree        | 18%                      |
| Somewhat agree        | 51%                      |
| Somewhat disagree     | 19%                      |
| Strongly disagree     | 4%                       |
| Don't know            | 8%                       |
| <i>Agree (Net)</i>    | <i>69%</i>               |
| <i>Disagree (Net)</i> | <i>23%</i>               |

j. I actively seek out private-label brand options when shopping

|                       | <b>2/11-12,<br/>2025</b> |
|-----------------------|--------------------------|
| Strongly agree        | 13%                      |
| Somewhat agree        | 36%                      |
| Somewhat disagree     | 32%                      |
| Strongly disagree     | 11%                      |
| Don't know            | 7%                       |
| <i>Agree (Net)</i>    | <i>49%</i>               |
| <i>Disagree (Net)</i> | <i>44%</i>               |

13. Thinking of the following categories, how likely, if at all, would you be to try a private label version of a product you buy?

Total Likely Summary

|  | <b>2/11-12,<br/>2025</b> |
|--|--------------------------|
| Food   | 81%                      |
| Household care (laundry, paper towel, toilet paper, dish detergent etc.) | 78%                      |
| Over-the-counter medications   | 74%                      |
| Beverage   | 66%                      |
| Personal care (shampoo, bodywash, conditioners etc.)                     | 66%                      |
| Beauty/Cosmetic (skin care, makeup, etc.)                                | 53%                      |

13. Thinking of the following categories, how likely, if at all, would you be to try a private label version of a product you buy? *(Continued)*

a. Food

|   | <b>2/11-12,<br/>2025</b> |
|---|--------------------------|
| Very likely                               | 36%                      |
| Somewhat likely                           | 45%                      |
| Not very likely                           | 15%                      |
| Not at all likely                         | 4%                       |
| Not applicable/I don't buy these products | 1%                       |
| <i>Likely (Net)</i>                       | <i>81%</i>               |
| <i>Not Likely (Net)</i>                   | <i>18%</i>               |

b. Beverage

|   | <b>2/11-12,<br/>2025</b> |
|---|--------------------------|
| Very likely                               | 29%                      |
| Somewhat likely                           | 37%                      |
| Not very likely                           | 24%                      |
| Not at all likely                         | 8%                       |
| Not applicable/I don't buy these products | 2%                       |
| <i>Likely (Net)</i>                       | <i>66%</i>               |
| <i>Not Likely (Net)</i>                   | <i>32%</i>               |

c. Over-the-counter medications

|   | <b>2/11-12,<br/>2025</b> |
|---|--------------------------|
| Very likely                               | 33%                      |
| Somewhat likely                           | 41%                      |
| Not very likely                           | 17%                      |
| Not at all likely                         | 7%                       |
| Not applicable/I don't buy these products | 3%                       |
| <i>Likely (Net)</i>                       | <i>74%</i>               |
| <i>Not Likely (Net)</i>                   | <i>24%</i>               |

d. Beauty/Cosmetic (skin care, makeup, etc.)

|   | <b>2/11-12,<br/>2025</b> |
|---|--------------------------|
| Very likely                               | 19%                      |
| Somewhat likely                           | 35%                      |
| Not very likely                           | 22%                      |
| Not at all likely                         | 11%                      |
| Not applicable/I don't buy these products | 14%                      |
| <i>Likely (Net)</i>                       | <i>53%</i>               |
| <i>Not Likely (Net)</i>                   | <i>33%</i>               |

13. Thinking of the following categories, how likely, if at all, would you be to try a private label version of a product you buy? *(Continued)*

e. Household care (laundry, paper towel, toilet paper, dish detergent etc.)

|   | <b>2/11-12,<br/>2025</b> |
|---|--------------------------|
| Very likely                               | 36%                      |
| Somewhat likely                           | 42%                      |
| Not very likely                           | 16%                      |
| Not at all likely                         | 5%                       |
| Not applicable/I don't buy these products | 1%                       |
| <i>Likely (Net)</i>                       | <b>78%</b>               |
| <i>Not Likely (Net)</i>                   | <b>21%</b>               |

f. Personal care (shampoo, bodywash, conditioners etc.)

|   | <b>2/11-12,<br/>2025</b> |
|---|--------------------------|
| Very likely                               | 26%                      |
| Somewhat likely                           | 40%                      |
| Not very likely                           | 23%                      |
| Not at all likely                         | 9%                       |
| Not applicable/I don't buy these products | 1%                       |
| <i>Likely (Net)</i>                       | <b>66%</b>               |
| <i>Not Likely (Net)</i>                   | <b>32%</b>               |





## PUBLIC POLL FINDINGS AND METHODOLOGY

### About the Study

These are some of the findings of the one hundred and eleventh wave of an Ipsos poll conducted between February 11-12, 2025. For this survey, a sample of 1,082 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 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 one hundred and eleventh wave was conducted February 11-12, 2025 among 1,082 adults





## PUBLIC POLL FINDINGS AND METHODOLOGY

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.

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 ( $n=1,082$ ,  $DEFF=1.5$ , 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, ninetieth, ninety-first, ninety-second, ninety-third, ninety-third and a half, ninety-fourth, ninety-fifth, ninety-sixth, ninety-sixth and a half, 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, one hundred and tenth, and one hundred and eleventh waves of this study have a credibility interval of 3.6 percentage points.

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## PUBLIC POLL FINDINGS AND METHODOLOGY

### About Ipsos

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

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

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

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

