



## PUBLIC POLL FINDINGS AND METHODOLOGY

### Ipsos Poll on Consumer Behavior

Washington, DC, March 14, 2025

1. On a five-point scale, with 5 being intolerable and 1 being not a problem at all, how much does COVID-19 impact you personally? You may choose any number in between.

	5 - Intolerable	4	3	2	1 - Not a problem at all
3/11-12, 2025	5%	11%	27%	24%	33%
8/15-16, 2023	6%	8%	19%	18%	50%
8/1-2, 2023	5%	7%	25%	23%	41%
4/25-26, 2023	5%	8%	18%	22%	47%
4/11-12, 2023	9%	9%	22%	22%	38%
3/28-29, 2023	8%	9%	25%	18%	40%
3/14-15, 2023	6%	7%	24%	19%	44%
2/28-3/1, 2023	6%	9%	26%	22%	38%
2/14-15, 2023	3%	9%	24%	23%	41%
1/18-19, 2023	3%	7%	28%	25%	36%
12/7-8, 2022	4%	8%	27%	23%	39%
11/9-10, 2022	4%	8%	28%	22%	38%
10/25-26, 2022	4%	9%	27%	27%	34%
10/11-12, 2022	4%	9%	29%	25%	33%
9/27-28, 2022	3%	8%	26%	26%	36%
9/13-14, 2022	5%	9%	29%	25%	33%
8/30-31, 2022	4%	8%	32%	24%	31%
8/16-17, 2022	5%	9%	29%	23%	34%
8/2-3, 2022	6%	9%	30%	25%	30%
7/19-20, 2022	5%	8%	29%	25%	33%
6/22-23, 2022	8%	10%	33%	23%	26%
6/7-8, 2022	5%	9%	30%	25%	32%
5/24-25, 2022	8%	10%	29%	26%	27%
5/10-11, 2022	6%	11%	32%	24%	27%
4/26-27, 2022	6%	12%	29%	25%	29%
4/12-13, 2022	7%	10%	33%	23%	27%
3/29-30, 2022	9%	9%	30%	25%	26%
3/15-16, 2022	7%	10%	33%	23%	26%
3/1-2, 2022	6%	13%	34%	25%	22%
2/15-16, 2022	6%	12%	38%	23%	21%
2/1-3, 2022	6%	12%	37%	25%	20%
1/18-19, 2022	5%	14%	43%	20%	17%
1/4-5, 2022	6%	13%	42%	23%	17%
12/7-8, 2021	5%	12%	34%	27%	21%
11/22-23, 2021	5%	11%	32%	27%	25%
11/9-10, 2021	4%	11%	35%	26%	24%
10/26-27, 2021	5%	9%	38%	27%	21%

*\*Prior to 2025, this question was asked as "On a five-point scale, with 5 being intolerable and 1 being not a problem at all, how much do COVID-19 restrictions, if any, in your area impact you personally? You may choose any number in between.*

1. On a five-point scale, with 5 being intolerable and 1 being not a problem at all, how much does COVID-19 impact you personally? You may choose any number in between.

(Continued)

	5 - Intolerable	4	3	2	1 - Not a problem at all
<b>10/12-13, 2021</b>	5%	9%	36%	28%	21%
<b>9/28-29, 2021</b>	5%	12%	36%	27%	20%
<b>9/14-15, 2021</b>	4%	12%	40%	26%	18%
<b>8/3-4, 2021</b>	5%	11%	36%	26%	22%
<b>7/20-21, 2021</b>	6%	10%	34%	27%	23%
<b>7/6-7, 2021</b>	4%	11%	28%	30%	27%
<b>6/22-23, 2021</b>	4%	11%	35%	28%	21%
<b>6/8-9, 2021</b>	5%	11%	35%	31%	18%
<b>5/25-26, 2021</b>	6%	12%	39%	25%	17%
<b>5/11-12, 2021</b>	6%	12%	37%	26%	19%
<b>4/27-28, 2021</b>	5%	13%	41%	26%	16%
<b>4/13-14, 2021</b>	4%	15%	43%	23%	15%
<b>3/30-31, 2021</b>	8%	13%	41%	22%	15%
<b>3/15-16, 2021</b>	6%	14%	42%	24%	14%
<b>3/2-3, 2021</b>	6%	17%	43%	24%	10%
<b>2/17-18, 2021</b>	5%	17%	44%	21%	12%
<b>2/2-3, 2021</b>	6%	14%	44%	23%	12%
<b>1/20-21, 2021</b>	7%	15%	43%	23%	12%
<b>12/9-10, 2020</b>	6%	18%	44%	21%	11%
<b>11/24-25, 2020</b>	6%	16%	44%	23%	10%
<b>11/10-11, 2020</b>	8%	18%	41%	22%	11%
<b>10/27-28, 2020</b>	8%	15%	45%	21%	11%
<b>10/13-14, 2020</b>	7%	17%	44%	22%	10%
<b>9/29-30, 2020</b>	8%	17%	43%	21%	11%
<b>9/15-16, 2020</b>	7%	16%	42%	23%	12%
<b>9/1-2, 2020</b>	7%	16%	45%	22%	9%
<b>8/18-19, 2020</b>	7%	15%	48%	20%	11%
<b>8/4-5, 2020</b>	6%	15%	47%	21%	11%
<b>7/21-22, 2020</b>	7%	15%	47%	22%	9%
<b>6/23-24, 2020</b>	6%	15%	44%	23%	12%
<b>6/8-9, 2020</b>	6%	13%	45%	24%	12%
<b>5/28-29, 2020</b>	5%	16%	43%	24%	12%
<b>5/14-15, 2020</b>	8%	19%	41%	21%	12%
<b>5/4-5, 2020</b>	8%	19%	44%	20%	10%

*\*Prior to 2025, this question was asked as "On a five-point scale, with 5 being intolerable and 1 being not a problem at all, how much do COVID-19 restrictions, if any, in your area impact you personally? You may choose any number in between."*

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

	Working at my workplace only	Working from home only	Working both from home and at my workplace
3/11-12, 2025 (N=569)	52%	24%	24%
2/25-26, 2025 (N=582)	52%	27%	22%
2/11-12, 2025 (N=603)	52%	22%	26%
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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2. **[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%

### 3. In the past year, did you participate in any of the following, or not?

#### Total Yes Summary

	2/28-3/1, 2023	3/5-6, 2024	3/11-12, 2025
Giving up things or activities for a non-religious reason or “just because”	22%	26%	31%
“No Buy” day	N/A	N/A	27%
Giving up things or activities for religious reasons	14%	14%	21%
<b>[ASK OF MEN]</b> Movember (growing of mustaches)	18% <b>(N=527)</b>	14% <b>(N=473)</b>	17% <b>(N=516)</b>
Dry January	11%	10%	16%
Meatless Mondays	8%	9%	10%

#### Total No Summary

	2/28-3/1, 2023	3/5-6, 2024	3/11-12, 2025
Meatless Mondays	92%	91%	90%
Dry January	89%	90%	84%
<b>[ASKED OF MEN]</b> Movember (growing of mustaches)	82% <b>(N=527)</b>	86% <b>(N=473)</b>	83% <b>(N=516)</b>
Giving up things or activities for religious reasons	86%	86%	79%
“No Buy” day	N/A	N/A	73%
Giving up things or activities for a non-religious reason or “just because”	78%	74%	69%

### 4. **[ASKED IF YES TO EITHER ‘GIVING UP THINGS OR ACTIVITIES’ ITEMS IN Q3]** You previously indicated that you had given up things or activities at some point in the past year. Which of the following have you given up?

	2/28-3/1, 2023 <b>(N=316)</b>	3/5-6, 2024 <b>(N=352)</b>	3/11-12, 2025 <b>(N=463)</b>
<b>[ASKED IF 21+]</b> Drinking alcohol	31%	31%	34%
Sweets or candy	23%	28%	34%
Soda or pop	23%	31%	29%
Eating (fasting)	16%	17%	23%
Social media	19%	16%	23%
Snacks	14%	18%	19%
Coffee or caffeinated drinks	14%	15%	19%
Meat	13%	11%	18%
Dining out	N/A	N/A	18%
Smoking or vaping*	19%	18%	15%
TV or other entertainment	14%	15%	14%
Sexual activity	13%	15%	14%
Dairy	N/A	4%	9%
Something else	8%	6%	7%
None of the above	6%	5%	5%

*\*Prior to 2025, this item read “Smoking”*

5. In the past month, have you reduced or stopped purchasing from a company due to politics or current events?

	3/11-12, 2025
Yes	26%
No	74%

6. When thinking about boycotting companies, to what extent, if any, do you agree or disagree with the following statements?

## Total Agree Summary

	3/11-12, 2025
<b>[ASKED IF Q5 = Yes]</b> I was successful in reducing or stopping my purchases and have stuck to it	74%
<b>[ASKED IF Q5 = Yes]</b> I was able to reduce and tried to offset that with more spending at other companies	68%
<b>[ASKED IF Q5 = Yes]</b> I was able to reduce but stopping would be impossible	61%
<b>[ASKED IF Q5 = Yes]</b> I tried to reduce or stop, but it's challenging to change my shopping patterns	51%
I would like to boycott based on my beliefs, but I can't find an alternative that supports or aligns with my beliefs	30%
I would like to boycott but it's too expensive to change my shopping my patterns	27%

- a. **[ASKED IF Q5 = Yes]** I was successful in reducing or stopping my purchases and have stuck to it

	3/11-12, 2025 (N=313)
Strongly agree	34%
Somewhat agree	40%
Somewhat disagree	17%
Strongly disagree	6%
Don't know	3%
<i>Agree (Net)</i>	<i>74%</i>
<i>Disagree (Net)</i>	<i>23%</i>

6. When thinking about boycotting companies, to what extent, if any, do you agree or disagree with the following statements? *(Continued)*

b. **[ASKED IF Q5 = Yes]** I tried to reduce or stop, but it's challenging to change my shopping patterns

	<b>3/11-12, 2025 (N=313)</b>
Strongly agree	11%
Somewhat agree	39%
Somewhat disagree	27%
Strongly disagree	21%
Don't know	2%
<i>Agree (Net)</i>	<i>51%</i>
<i>Disagree (Net)</i>	<i>48%</i>

c. I would like to boycott based on my beliefs, but I can't find an alternative that supports or aligns with my beliefs

	<b>3/11-12, 2025</b>
Strongly agree	5%
Somewhat agree	24%
Somewhat disagree	26%
Strongly disagree	30%
Don't know	15%
<i>Agree (Net)</i>	<i>30%</i>
<i>Disagree (Net)</i>	<i>55%</i>

d. I would like to boycott but it's too expensive to change my shopping my patterns

	<b>3/11-12, 2025</b>
Strongly agree	8%
Somewhat agree	19%
Somewhat disagree	30%
Strongly disagree	32%
Don't know	11%
<i>Agree (Net)</i>	<i>27%</i>
<i>Disagree (Net)</i>	<i>62%</i>

6. When thinking about boycotting companies, to what extent, if any, do you agree or disagree with the following statements? *(Continued)*

e. **[ASKED IF Q5 = Yes]** I was able to reduce but stopping would be impossible

	<b>3/11-12, 2025 (N=313)</b>
Strongly agree	15%
Somewhat agree	46%
Somewhat disagree	17%
Strongly disagree	20%
Don't know	3%
<i>Agree (Net)</i>	<i>61%</i>
<i>Disagree (Net)</i>	<i>36%</i>

f. **[ASKED IF Q5 = Yes]** I was able to reduce and tried to offset that with more spending at other companies

	<b>3/11-12, 2025 (N=313)</b>
Strongly agree	22%
Somewhat agree	47%
Somewhat disagree	22%
Strongly disagree	7%
Don't know	3%
<i>Agree (Net)</i>	<i>68%</i>
<i>Disagree (Net)</i>	<i>29%</i>

7. AI is now being used to create works of art, books, news stories, movies and TV animations and more. Which of the following words would you use to describe these works? You may select up to three.

	<b>2/28-3/1, 2023</b>	<b>3/5-6, 2024</b>	<b>3/11-12, 2025</b>
Not "real art"	22%	28%	35%
Fake	14%	21%	30%
Controversial	23%	34%	27%
Creative	24%	25%	24%
Futuristic	29%	23%	21%
Innovative	26%	22%	21%
Creepy	18%	21%	19%
Soulless	14%	17%	15%
Fascinating	19%	19%	14%
Cool	14%	10%	13%
Rip-off	7%	10%	12%
Original	10%	8%	9%
Groundbreaking	12%	13%	7%
Boring	5%	4%	5%
Something else	4%	3%	4%





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8. The use of AI is currently or might someday have the following impacts. When do you think, if at all, these impacts will become widespread?

### Total Within Three Years Summary

	<b>3/11-12, 2025</b>
Widespread layoffs in the economy	28%
Increasing productivity for workers	27%
Improving online search results	27%
Improving public safety by using facial recognition to identify suspects	25%
Creating more targeted advertising	24%
Creating new jobs in the economy	23%
Finding new treatments and cures for diseases	23%
Decreasing privacy	22%
Increasing government surveillance	22%
Reducing vehicle traffic in cities	19%

#### a. Increasing productivity for workers

	<b>3/11-12, 2025</b>
This is already happening	22%
Within the year	13%
In one to three years	14%
In three to five years	9%
In more than five years	6%
It will never become widespread	9%
Don't know	26%
<i>Within Three Years (Net)</i>	<i>27%</i>
<i>More Than Three Years (Net)</i>	<i>15%</i>

#### b. Creating new jobs in the economy

	<b>3/11-12, 2025</b>
This is already happening	17%
Within the year	10%
In one to three years	13%
In three to five years	11%
In more than five years	6%
It will never become widespread	13%
Don't know	30%
<i>Within Three Years (Net)</i>	<i>23%</i>
<i>More Than Three Years (Net)</i>	<i>17%</i>



8. The use of AI is currently or might someday have the following impacts. When do you think, if at all, these impacts will become widespread? *(Continued)*

c. Widespread layoffs in the economy

	<b>3/11-12, 2025</b>
This is already happening	26%
Within the year	13%
In one to three years	15%
In three to five years	12%
In more than five years	8%
It will never become widespread	6%
Don't know	19%
<i>Within Three Years (Net)</i>	<i>28%</i>
<i>More Than Three Years (Net)</i>	<i>20%</i>

d. Finding new treatments and cures for diseases

	<b>3/11-12, 2025</b>
This is already happening	12%
Within the year	9%
In one to three years	14%
In three to five years	14%
In more than five years	15%
It will never become widespread	11%
Don't know	25%
<i>Within Three Years (Net)</i>	<i>23%</i>
<i>More Than Three Years (Net)</i>	<i>28%</i>

e. Decreasing privacy

	<b>3/11-12, 2025</b>
This is already happening	48%
Within the year	11%
In one to three years	11%
In three to five years	5%
In more than five years	2%
It will never become widespread	5%
Don't know	17%
<i>Within Three Years (Net)</i>	<i>22%</i>
<i>More Than Three Years (Net)</i>	<i>7%</i>

8. The use of AI is currently or might someday have the following impacts. When do you think, if at all, these impacts will become widespread? *(Continued)*

f. Increasing government surveillance

	<b>3/11-12, 2025</b>
This is already happening	39%
Within the year	10%
In one to three years	13%
In three to five years	7%
In more than five years	4%
It will never become widespread	5%
Don't know	21%
<i>Within Three Years (Net)</i>	<i>22%</i>
<i>More Than Three Years (Net)</i>	<i>12%</i>

g. Reducing vehicle traffic in cities

	<b>3/11-12, 2025</b>
This is already happening	7%
Within the year	7%
In one to three years	12%
In three to five years	14%
In more than five years	13%
It will never become widespread	17%
Don't know	29%
<i>Within Three Years (Net)</i>	<i>19%</i>
<i>More Than Three Years (Net)</i>	<i>28%</i>

h. Improving online search results

	<b>3/11-12, 2025</b>
This is already happening	44%
Within the year	14%
In one to three years	13%
In three to five years	7%
In more than five years	4%
It will never become widespread	4%
Don't know	14%
<i>Within Three Years (Net)</i>	<i>27%</i>
<i>More Than Three Years (Net)</i>	<i>11%</i>

8. The use of AI is currently or might someday have the following impacts. When do you think, if at all, these impacts will become widespread? *(Continued)*

i. Creating more targeted advertising

	<b>3/11-12, 2025</b>
This is already happening	49%
Within the year	15%
In one to three years	10%
In three to five years	6%
In more than five years	3%
It will never become widespread	3%
Don't know	14%
<i>Within Three Years (Net)</i>	<b>24%</b>
<i>More Than Three Years (Net)</i>	<b>9%</b>

j. Improving public safety by using facial recognition to identify suspects

	<b>3/11-12, 2025</b>
This is already happening	31%
Within the year	9%
In one to three years	16%
In three to five years	10%
In more than five years	9%
It will never become widespread	6%
Don't know	19%
<i>Within Three Years (Net)</i>	<b>25%</b>
<i>More Than Three Years (Net)</i>	<b>19%</b>

9. The use of AI is currently or might someday have the following impacts. How much of an impact would these uses have on you personally?

## Total Major Impact Summary

	<b>3/11-12, 2025</b>
Improving online search results	75%
Decreasing privacy	74%
Creating more targeted advertising	65%
Finding new treatments and cures for diseases	64%
Improving public safety by using facial recognition to identify suspects	64%
Widespread layoffs in the economy	62%
Increasing government surveillance	62%
Reducing vehicle traffic in cities	58%
Increasing productivity for workers	56%
Creating new jobs in the economy	55%



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9. The use of AI is currently or might someday have the following impacts. How much of an impact would these uses have on you personally? *(Continued)*

a. Increasing productivity for workers

	<b>3/11-12, 2025</b>
Major impact	25%
Minor impact	31%
No impact	25%
Don't know	19%
<i>Major/Minor Issue (Net)</i>	<b>56%</b>

b. Creating new jobs in the economy

	<b>3/11-12, 2025</b>
Major impact	25%
Minor impact	30%
No impact	25%
Don't know	20%
<i>Major/Minor Issue (Net)</i>	<b>55%</b>

c. Widespread layoffs in the economy

	<b>3/11-12, 2025</b>
Major impact	37%
Minor impact	25%
No impact	21%
Don't know	17%
<i>Major/Minor Issue (Net)</i>	<b>62%</b>

d. Finding new treatments and cures for diseases

	<b>3/11-12, 2025</b>
Major impact	37%
Minor impact	27%
No impact	14%
Don't know	22%
<i>Major/Minor Issue (Net)</i>	<b>64%</b>

e. Decreasing privacy

	<b>3/11-12, 2025</b>
Major impact	47%
Minor impact	28%
No impact	10%
Don't know	16%
<i>Major/Minor Issue (Net)</i>	<b>74%</b>



9. The use of AI is currently or might someday have the following impacts. How much of an impact would these uses have on you personally? *(Continued)*

f. Increasing government surveillance

	<b>3/11-12, 2025</b>
Major impact	37%
Minor impact	26%
No impact	17%
Don't know	20%
<i>Major/Minor Issue (Net)</i>	<b>62%</b>

g. Reducing vehicle traffic in cities

	<b>3/11-12, 2025</b>
Major impact	24%
Minor impact	33%
No impact	25%
Don't know	17%
<i>Major/Minor Issue (Net)</i>	<b>58%</b>

h. Improving online search results

	<b>3/11-12, 2025</b>
Major impact	37%
Minor impact	38%
No impact	12%
Don't know	13%
<i>Major/Minor Issue (Net)</i>	<b>75%</b>

i. Creating more targeted advertising

	<b>3/11-12, 2025</b>
Major impact	31%
Minor impact	34%
No impact	21%
Don't know	14%
<i>Major/Minor Issue (Net)</i>	<b>65%</b>

j. Improving public safety by using facial recognition to identify suspects

	<b>3/11-12, 2025</b>
Major impact	31%
Minor impact	33%
No impact	17%
Don't know	19%
<i>Major/Minor Issue (Net)</i>	<b>64%</b>

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

### Total Familiar Summary

	<b>3/11-12, 2025</b>
Ukraine President Zelensky and President Trump getting into a shouting match in the Oval Office	72%
Continued mass layoffs by the federal government hitting the National Oceanic and Atmospheric Administration (NOAA), the Federal Aviation Agency (FAA), and Veterans' Affairs, among other agencies	57%
President Trump moving to open large portions of the national forests to logging	36%
Anora winning Best Picture at the Oscars	32%
Scientists discovering a potential link between Alzheimer's disease and gum disease	19%

#### a. Anora winning Best Picture at the Oscars

	<b>3/11-12, 2025</b>
Very familiar	15%
Somewhat familiar	17%
Heard of it, but that's it	23%
Never heard of it	45%
<i>Familiar (Net)</i>	<i>32%</i>
<i>Not Familiar (Net)</i>	<i>68%</i>

#### b. Ukraine President Zelensky and President Trump getting into a shouting match in the Oval Office

	<b>3/11-12, 2025</b>
Very familiar	48%
Somewhat familiar	24%
Heard of it, but that's it	15%
Never heard of it	13%
<i>Familiar (Net)</i>	<i>72%</i>
<i>Not Familiar (Net)</i>	<i>28%</i>

#### c. President Trump moving to open large portions of the national forests to logging

	<b>3/11-12, 2025</b>
Very familiar	14%
Somewhat familiar	22%
Heard of it, but that's it	24%
Never heard of it	40%
<i>Familiar (Net)</i>	<i>36%</i>
<i>Not Familiar (Net)</i>	<i>64%</i>

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

- d. Continued mass layoffs by the federal government hitting the National Oceanic and Atmospheric Administration (NOAA), the Federal Aviation Agency (FAA), and Veterans' Affairs, among other agencies

	<b>3/11-12, 2025</b>
Very familiar	26%
Somewhat familiar	31%
Heard of it, but that's it	24%
Never heard of it	19%
<i>Familiar (Net)</i>	<i>57%</i>
<i>Not Familiar (Net)</i>	<i>43%</i>

- e. Scientists discovering a potential link between Alzheimer's disease and gum disease

	<b>3/11-12, 2025</b>
Very familiar	5%
Somewhat familiar	14%
Heard of it, but that's it	20%
Never heard of it	61%
<i>Familiar (Net)</i>	<i>19%</i>
<i>Not Familiar (Net)</i>	<i>81%</i>

## 11. 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. Anora winning Best Picture at the Oscars

	<b>3/11-12, 2025</b>
I care a lot	6%
I care a little	13%
I don't care at all	72%
Don't know	9%

- b. Ukraine President Zelensky and President Trump getting into a shouting match in the Oval Office

	<b>3/11-12, 2025</b>
I care a lot	39%
I care a little	32%
I don't care at all	22%
Don't know	8%





## PUBLIC POLL FINDINGS AND METHODOLOGY

11. 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. President Trump moving to open large portions of the national forests to logging

	<b>3/11-12, 2025</b>
I care a lot	40%
I care a little	33%
I don't care at all	17%
Don't know	10%

d. Continued mass layoffs by the federal government hitting the National Oceanic and Atmospheric Administration (NOAA), the Federal Aviation Agency (FAA), and Veterans' Affairs, among other agencies

	<b>3/11-12, 2025</b>
I care a lot	44%
I care a little	31%
I don't care at all	16%
Don't know	9%

e. Scientists discovering a potential link between Alzheimer's disease and gum disease

	<b>3/11-12, 2025</b>
I care a lot	46%
I care a little	37%
I don't care at all	8%
Don't know	10%





## PUBLIC POLL FINDINGS AND METHODOLOGY

12. Thinking about the upcoming men's and women's NCAA March Madness, please select all that apply:\*

	3/15-16, 2021	3/15-16, 2022	3/19-20, 2024	3/11-12, 2025
I plan to watch the games on TV or cable	22%	25%	28%	27%
I plan to watch the games online or streaming	11%	12%	19%	16%
I plan to take part in a casual "bracket" challenge**	9%	12%	14%	16%
I plan to watch the games in person with friends and family	8%	10%	18%	13%
I only really pay attention to college basketball during the tournament	10%	10%	11%	11%
I plan to watch the games in person at a bar or restaurant	6%	9%	8%	11%
I plan to watch the games virtually with friends and family	6%	11%	9%	8%
I plan to bet on the tournament on a sports betting app***	N/A	7%	8%	7%
I don't plan to watch any of the games	56%	52%	50%	54%

\*Prior to 2024, question wording read: Thinking about the upcoming NCAA March Madness, please select all that apply"

\*\*Prior to 2024, this item read: "I plan to take part in a 'bracket'"

\*\*\*Prior to 2024, this item read: "I plan to bet on the tournament"





## PUBLIC POLL FINDINGS AND METHODOLOGY

### About the Study

These are some of the findings of the one hundred and thirteenth wave of an Ipsos poll conducted between March 11-12, 2025. For this survey, a sample of 1,077 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
- The one hundred and twelfth wave was conducted February 25-26, 2025 among 1,083 adults
- The one hundred and thirteenth wave was conducted March 11-12, 2025 among 1,077 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 ( $n=1,077$ ,  $DEFF=1.5$ , 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, one hundred and eleventh, one hundred and twelfth, and one hundred and thirteenth 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)

