PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior

Washington, DC, December 12, 2025

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

	I'm stuck about what to do next	I have a lot of uncertainty	I have some uncertainty	I have no uncertainty
12/9-10, 2025	10%	43%	30%	17%
11/4-5, 2025	12%	43%	31%	14%
10/22-23, 2025	11%	42%	33%	15%
10/7-8, 2025	13%	45%	28%	14%
9/23-24, 2025	14%	44%	31%	11%
9/9-10, 2025	14%	39%	33%	14%
8/26-27, 2025	14%	40%	32%	15%
8/12-13, 2025	15%	40%	29%	16%
7/29-30, 2025	11%	44%	33%	13%
7/15-16, 2025	13%	40%	33%	14%
6/17-18, 2025	11%	45%	30%	14%
6/3-4, 2025	10%	42%	32%	16%
5/21-22, 2025	13%	37%	35%	15%
5/6-7, 2025	10%	43%	33%	14%
4/23-24, 2025	11%	40%	32%	17%
4/8-9, 2025	9%	46%	33%	12%
3/25-26, 2025	7%	48%	33%	12%
2/25-26, 2025	10%	42%	34%	13%
2/11-12, 2025	12%	36%	37%	15%

PUBLIC POLL FINDINGS AND METHODOLOGY

2. 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.

	5 – Very satisfied	4	3	2	1 – Very unsatisfied	Satisfied (Net)	Unsatisfied (Net)
12/9-10, 2025	7%	13%	30%	17%	32%	21%	49%
11/4-5, 2025	10%	13%	28%	14%	34%	24%	48%
10/22-23, 2025	10%	15%	26%	15%	34%	25%	49%
10/7-8, 2025	9%	17%	24%	14%	37%	25%	51%
9/23-24, 2025	9%	14%	26%	16%	35%	23%	51%
9/9-10, 2025	12%	16%	26%	17%	30%	28%	46%
8/26-27, 2025	8%	13%	28%	15%	35%	22%	50%
8/12-13, 2025	12%	13%	30%	11%	34%	25%	45%
7/29-30, 2025	9%	13%	30%	16%	32%	22%	48%
7/15-16, 2025	10%	16%	27%	14%	34%	26%	47%
6/17-18, 2025	8%	17%	26%	15%	33%	25%	48%
6/3-4, 2025	10%	14%	29%	17%	30%	23%	48%
5/21-22, 2025	9%	14%	29%	16%	31%	24%	48%
5/6-7, 2025	7%	15%	26%	18%	34%	22%	52%
4/23-24, 2025	10%	12%	32%	15%	31%	22%	47%
4/8-9, 2025	9%	13%	30%	12%	35%	22%	47%
3/25-26, 2025	9%	14%	30%	12%	35%	23%	47%
2/25-26, 2025	10%	15%	28%	16%	31%	26%	46%
2/11-12, 2025	10%	12%	33%	16%	29%	22%	45%

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3. **[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
12/9-10, 2025 (N=615)	57%	16%	27%
11/18-19, 2025 (N=579)	52%	24%	24%
11/4-5, 2025 (N=610)	52%	23%	25%
10/22-23, 2025 (N=598)	53%	24%	24%
10/7-8, 2025 (N=590)	56%	21%	23%
9/23-24, 2025 (N=634)	54%	20%	25%
9/9-10, 2025 (N=619)	54%	21%	25%
8/26-27, 2025 (N=611)	58%	16%	26%
8/12-13, 2025 (N=615)	55%	23%	23%
7/29-30, 2025 (N=634)	61%	17%	23%
7/15-16, 2025 (N=611)	58%	20%	22%
6/17-18, 2025 (N=620)	56%	20%	24%
6/3-4, 2025 (N=573)	58%	19%	23%
5/21-22, 2025 (N=604)	54%	18%	28%
5/6-7, 2025 (N=610)	49%	22%	29%
4/23-24, 2025 (N=628)	60%	20%	20%
4/8-9, 2025 (N=606)	51%	24%	24%
3/25-26, 2025 (N=599)	50%	25%	26%
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. **[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
12/10-11, 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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GAME CHANGERS

3. **[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%

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

	I already started	September	October	November	December	I do not do any holiday shopping	Don't know
12/9-10, 2025	61%	N/A	N/A	N/A	20%	11%	8%
11/18-19, 2025	42%	N/A	N/A	18%	20%	14%	6%
10/7-8, 2025	19%	N/A	16%	35%	10%	11%	9%
9/9-10, 2025	13%	3%	21%	33%	11%	12%	7%
12/10-11, 2024	65%	N/A	N/A	N/A	15%	14%	6%
11/13-14, 2024	39%	N/A	N/A	21%	17%	15%	8%
10/29-30, 2024	32%	N/A	2%	38%	10%	11%	7%
10/15-16, 2024	25%	N/A	6%	39%	11%	11%	8%
9/17-18, 2024	17%	3%	19%	29%	10%	13%	8%
12/5-6, 2023	67%	N/A	N/A	N/A	17%	11%	5%
11/7-8, 2023	31%	N/A	N/A	28%	18%	13%	9%
10/10-11, 2023	19%	N/A	10%	40%	10%	12%	8%
9/12-13, 2023	14%	N/A	21%	33%	9%	12%	10%
11/9-10, 2022	36%	N/A	N/A	23%	17%	15%	10%
10/25-26, 2022	23%	N/A	5%	33%	12%	16%	11%
8/16-17, 2022	9%	8%	17%	29%	11%	18%	8%
11/9-10, 2021	34%	N/A	N/A	22%	16%	18%	9%
10/12-13, 2021	22%	N/A	9%	33%	8%	13%	15%
9/28-29, 2021	18%	N/A	15%	30%	8%	14%	15%
8/18-19, 2021	13%	7%	19%	30%	11%	11%	10%
11/24-25, 2020	50%	N/A	N/A	12%	17%	12%	8%
10/13-14, 2020	25%	N/A	8%	30%	9%	15%	13%
9/29-30, 2020	19%	2%	17%	26%	8%	13%	14%
9/15-16, 2020	14%	3%	16%	25%	9%	14%	19%
9/1-2, 2020	12%	7%	17%	28%	10%	12%	13%

5. When it comes to the holidays, what categories of gifts do you most wish to receive from friends and family?

	12/9-10, 2025
Gift cards	54%
Clothing and apparel	46%
Food or beverages	30%
Small electronics (e.g., phone, tablet, camera, speaker/voice assistant, etc.)	24%
Jewelry	23%
Cosmetics and perfume	23%
Books	22%
Experiences (e.g., museum memberships, travel-related gifts, etc.)	21%
Housewares	19%
Gaming devices and accessories	16%
Larger electronics (e.g., TV, computer, etc.)	15%
Computer and accessories	14%
Other	7%
Don't know yet	2%
I don't expect to receive gifts	16%

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

Total Familiar Summary

	12/9-10, 2025
A second U.S. military strike on an alleged drug boat killing two who survived the first strike	56%
A drunken raccoon being found in a Virginia liquor store bathroom	51%
The FBI making an arrest of a person suspected of planting pipe bombs in Washington D.C. on Jan. 6, 2021	46%
Australia banning social media for people under 16 years of age	36%
Target and OpenAI launching an experience that allows customers to shop on Target's app within ChatGPT	18%

a. A drunken raccoon being found in a Virginia liquor store bathroom

	12/9-10, 2025
Very familiar	27%
Somewhat familiar	24%
Heard of it, but that's it	14%
Never heard of it	35%
Familiar (Net)	*51%*
Not Familiar (Net)	*49%*

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

b. A second U.S. military strike on an alleged drug boat killing two who survived the first strike

	12/9-10, 2025
Very familiar	32%
Somewhat familiar	23%
Heard of it, but that's it	17%
Never heard of it	27%
Familiar (Net)	*56%*
Not Familiar (Net)	*44%*

c. The FBI making an arrest of a person suspected of planting pipe bombs in Washington D.C. on Jan. 6, 2021

	12/9-10, 2025
Very familiar	25%
Somewhat familiar	21%
Heard of it, but that's it	25%
Never heard of it	29%
Familiar (Net)	*46%*
Not Familiar (Net)	*54%*

d. Australia banning social media for people under 16 years of age

	12/9-10, 2025
Very familiar	12%
Somewhat familiar	24%
Heard of it, but that's it	18%
Never heard of it	47%
Familiar (Net)	*36%*
Not Familiar (Net)	*64%*

e. Target and OpenAI launching an experience that allows customers to shop on Target's app within ChatGPT

	12/9-10, 2025
Very familiar	5%
Somewhat familiar	13%
Heard of it, but that's it	18%
Never heard of it	63%
Familiar (Net)	*18%*
Not Familiar (Net)	*82%*

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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. A drunken raccoon being found in a Virginia liquor store bathroom

	12/9-10, 2025
I care a lot	10%
I care a little	27%
I don't care at all	55%
Don't know	8%

b. A second U.S. military strike on an alleged drug boat killing two who survived the first strike

	12/9-10, 2025
I care a lot	39%
I care a little	33%
I don't care at all	17%
Don't know	12%

c. The FBI making an arrest of a person suspected of planting pipe bombs in Washington D.C. on Jan. 6, 2021

	12/9-10, 2025
I care a lot	44%
I care a little	33%
I don't care at all	16%
Don't know	6%

d. Australia banning social media for people under 16 years of age

	12/9-10, 2025
I care a lot	19%
I care a little	42%
I don't care at all	31%
Don't know	8%

e. Target and OpenAI launching an experience that allows customers to shop on Target's app within ChatGPT

	12/9-10, 2025
I care a lot	14%
I care a little	27%
I don't care at all	50%
Don't know	9%

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8. Thinking back over the last 12 months, how would you rate how this year went for each of the following, on scale from 1-10, where 1 means it was not good at all, and 10 means it was an extremely good year? You can use any number from 1 to 10.

Total Mean Summary

	12/9-10, 2020	12/7-8, 2021	12/5-6, 2023	12/10-11, 2024	12/9-10, 2025
My immediate family	5.2	5.9	6.4	6.6	6.5
[ASKED IF EMPLOYED FULL OR PART TIME] My job	N/A	6.2	6.6	6.8	6.3
Me personally	5.1	5.7	6.3	6.3	6.1
My community	4.5	5.6	6	6.3	6.1
The country	3.4	4.3	4.6	4.9	4.6

a. Me personally

	12/9-10, 2020	12/7-8, 2021	12/5-6, 2023	12/10-11, 2024	12/9-10, 2025
1 – not a good year at all	10%	8%	5%	6%	9%
2	4%	3%	2%	2%	3%
3	9%	7%	4%	5%	5%
4	13%	9%	6%	6%	9%
5	19%	16%	15%	15%	11%
6	14%	17%	14%	12%	15%
7	16%	16%	18%	19%	16%
8	8%	11%	19%	20%	15%
9	3%	6%	7%	8%	8%
10 – an extremely good year	3%	5%	6%	7%	10%
Don't know/Not applicable	1%	2%	2%	1%	*
1-3 (Net)	*23%*	*18%*	*12%*	*13%*	*17%*
8-10 (Net)	*14%*	*22%*	*33%*	*34%*	*32%*
Mean	*5.1*	*5.7*	*6.3*	*6.3*	*6.1*

b. My immediate family

	12/9-10, 2020	12/7-8, 2021	12/5-6, 2023	12/10-11, 2024	12/9-10, 2025
1 – not a good year at all	8%	5%	5%	4%	3%
2	5%	2%	3%	1%	2%
3	7%	6%	4%	4%	6%
4	13%	10%	5%	5%	8%
5	23%	17%	12%	15%	14%
6	13%	18%	14%	12%	12%
7	15%	17%	19%	19%	19%
8	8%	13%	23%	21%	16%
9	4%	6%	6%	9%	9%
10 – an extremely good year	3%	4%	8%	7%	10%
Don't know/Not applicable	2%	3%	2%	2%	3%
1-3 (Net)	*20%*	*12%*	*12%*	*9%*	*10%*
8-10 (Net)	*14%*	*23%*	*36%*	*38%*	*34%*
Mean	*5.2*	*5.9*	*6.4*	*6.6*	*6.5*

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GAME CHANGERS

8. Thinking back over the last 12 months, how would you rate how this year went for each of the following, on scale from 1-10, where 1 means it was not good at all, and 10 means it was an extremely good year? You can use any number from 1 to 10. *(Continued)*

c. **[ASKED OF EMPLOYED FULL OR PART TIME]** My job

	12/7-8, 2021 (N=620)	12/5-6, 2023 (N=489)	12/10-11, 2024 (N=533)	12/9-10, 2025 (N=540)
1 – not a good year at all	4%	2%	3%	6%
2	2%	2%	1%	1%
3	5%	2%	6%	3%
4	7%	8%	3%	12%
5	17%	12%	12%	13%
6	16%	18%	15%	17%
7	15%	23%	19%	16%
8	17%	14%	21%	15%
9	7%	10%	11%	8%
10 – an extremely good year	7%	7%	10%	10%
Don't know/Not applicable	2%	2%	1%	1%
1-3 (Net)	*12%*	*6%*	*9%*	*9%*
8-10 (Net)	*31%*	*31%*	*42%*	*32%*
Mean	*6.2*	*6.6*	*6.8*	*6.3*

d. My community

	12/9-10, 2020	12/7-8, 2021	12/5-6, 2023	12/10-11, 2024	12/9-10, 2025
1 – not a good year at all	12%	4%	3%	2%	3%
2	5%	3%	1%	2%	3%
3	12%	6%	4%	2%	6%
4	18%	9%	9%	5%	6%
5	21%	20%	20%	19%	20%
6	13%	23%	19%	17%	14%
7	9%	15%	20%	23%	19%
8	4%	7%	9%	14%	13%
9	2%	3%	5%	5%	6%
10 – an extremely good year	2%	3%	4%	5%	5%
Don't know/Not applicable	2%	6%	7%	7%	5%
1-3 (Net)	*30%*	*13%*	*8%*	*6%*	*12%*
8-10 (Net)	*8%*	*13%*	*18%*	*24%*	*24%*
Mean	*4.5*	*5.6*	*6*	*6.3*	*6.1*

GAME CHANGERS

8. Thinking back over the last 12 months, how would you rate how this year went for each of the following, on scale from 1-10, where 1 means it was not good at all, and 10 means it was an extremely good year? You can use any number from 1 to 10. *(Continued)*

   e. The country

	12/9-10, 2020	12/7-8, 2021	12/5-6, 2023	12/10-11, 2024	12/9-10, 2025
1 – not a good year at all	28%	18%	13%	12%	19%
2	14%	7%	5%	4%	7%
3	15%	12%	10%	9%	10%
4	13%	13%	17%	13%	10%
5	12%	19%	19%	20%	14%
6	7%	13%	11%	13%	13%
7	4%	7%	8%	12%	9%
8	2%	4%	5%	7%	8%
9	2%	2%	2%	3%	5%
10 – an extremely good year	2%	2%	4%	3%	3%
Don't know/Not applicable	1%	3%	5%	3%	2%
1-3 (Net)	*58%*	*36%*	*29%*	*26%*	*35%*
8-10 (Net)	*5%*	*9%*	*11%*	*13%*	*16%*
Mean	*3.4*	*4.3*	*4.6*	*4.9*	*4.6*

9. Have you made, or plan to make, any of the following resolutions for the new year?

   Total Yes Summary

	12/5-6, 2023	12/10-11, 2024	12/9-10, 2025
Save more money	N/A	N/A	78%
Drink more water	71%	73%	77%
Exercise more	70%	71%	76%
Eat healthier	68%	73%	74%
Express more gratitude	67%	67%	71%
Stick to a household budget	N/A	N/A	68%
Get more sleep	61%	69%	66%
Be more present	60%	64%	65%
Lose weight	55%	53%	61%
Have better work/life balance	59%	60%	60%
Drink less alcohol	35%	39%	40%
Reduce my carbon footprint	43%	37%	39%
Start or continue therapy	28%	30%	30%
Participate in "Dry January"	18%	20%	19%
Some other type of resolution	39%	41%	37%

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GAME CHANGERS

10. To what extent do you agree or disagree with the following statements about immigration?

Total Agree Summary

	12/10-11, 2024	3/25-26, 2025	12/9-10, 2025
Immigration has placed too much pressure on public services in the U.S.	53%	45%	50%
Stopping immigration will cause labor shortages	44%	48%	48%
Relaxed immigration laws lead to increases in housing prices	36%	31%	38%
The United States would be stronger if we stopped immigration	34%	31%	34%
I personally know people who are worried about being deported	23%	28%	29%

a. I personally know people who are worried about being deported

	12/10-11, 2024	3/25-26, 2025	12/9-10, 2025
Strongly agree	8%	10%	11%
Somewhat agree	15%	18%	18%
Neither agree nor disagree	20%	23%	25%
Somewhat disagree	16%	16%	14%
Strongly disagree	40%	33%	32%
Agree (Net)	*23%*	*28%*	*29%*
Disagree (Net)	*56%*	*48%*	*46%*

b. Stopping immigration will cause labor shortages

	12/10-11, 2024	3/25-26, 2025	12/9-10, 2025
Strongly agree	20%	22%	24%
Somewhat agree	24%	26%	24%
Neither agree nor disagree	25%	26%	24%
Somewhat disagree	16%	15%	15%
Strongly disagree	15%	11%	13%
Agree (Net)	*44%*	*48%*	*48%*
Disagree (Net)	*31%*	*26%*	*28%*

c. The United States would be stronger if we stopped immigration

	12/10-11, 2024	3/25-26, 2025	12/9-10, 2025
Strongly agree	17%	14%	15%
Somewhat agree	18%	17%	19%
Neither agree nor disagree	32%	28%	25%
Somewhat disagree	15%	16%	15%
Strongly disagree	19%	25%	26%
Agree (Net)	*34%*	*31%*	*34%*
Disagree (Net)	*34%*	*41%*	*41%*

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GAME CHANGERS

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

    d. Immigration has placed too much pressure on public services in the U.S.

	12/10-11, 2024	**3/25-26, 2025**	**12/9-10, 2025**
Strongly agree	27%	19%	24%
Somewhat agree	26%	26%	26%
Neither agree nor disagree	29%	32%	27%
Somewhat disagree	10%	12%	13%
Strongly disagree	8%	10%	10%
Agree (Net)	*53%*	*45%*	*50%*
Disagree (Net)	*18%*	*23%*	*23%*

    e. Relaxed immigration laws lead to increases in housing prices

	12/10-11, 2024	**3/25-26, 2025**	**12/9-10, 2025**
Strongly agree	16%	11%	15%
Somewhat agree	20%	21%	23%
Neither agree nor disagree	36%	40%	35%
Somewhat disagree	15%	13%	13%
Strongly disagree	12%	16%	14%
Agree (Net)	*36%*	*31%*	*38%*
Disagree (Net)	*27%*	*29%*	*27%*

11. How often do you dine at fast food restaurants?

	12/9-10, 2025
Often	15%
Sometimes	48%
Rarely	31%
Never	6%
Often/Sometimes (Net)	*63%*
Rarely/Never (Net)	*37%*

GAME CHANGERS

12. Thinking of quick service restaurants that serve made-to-order foods like hamburgers, French fries, sandwiches, pizza, chicken, tacos, wraps, salads, and hot and cold beverages. What's most important to you when deciding whether or not to visit a quick service restaurant? Please use 1 to indicate the most important factor to you and 7 to indicate the least important factor. Please use each number from 1 to 7 only one time.

Mean Summary

	12/9-10, 2025
Price/value	2.9
Quality	3.0
Menu options	3.4
Location	3.9
Convenience	4.0
Brand	4.8
Sustainability	6.0

13. When you see the following terms on food packaging about their impact on the environment, how do you compare that packaging to food packaging that doesn't use these phrases? Please select one response for each term.

Total Better For The Environment Summary

	12/9-10, 2025
Recyclable	70%
Made from recycled materials	69%
Compostable	67%
Eco-friendly	64%
Non-toxic	64%
Degradable	58%
Green	57%

   a. Recyclable

	12/9-10, 2025
Much better for the environment	35%
Somewhat better for the environment	35%
About the same	26%
Somewhat worse for the environment	4%
Much worse for the environment	1%
Better For The Environment (Net)	*70%*
Worse For The Environment (Net)	*5%*

13. When you see the following terms on food packaging about their impact on the environment, how do you compare that packaging to food packaging that doesn't use these phrases? Please select one response for each term. *(Continued)*

b. Compostable

	12/9-10, 2025
Much better for the environment	33%
Somewhat better for the environment	34%
About the same	30%
Somewhat worse for the environment	3%
Much worse for the environment	*
Better For The Environment (Net)	*67%*
Worse For The Environment (Net)	*3%*

c. Made from recycled materials

	12/9-10, 2025
Much better for the environment	27%
Somewhat better for the environment	42%
About the same	28%
Somewhat worse for the environment	3%
Much worse for the environment	1%
Better For The Environment (Net)	*69%*
Worse For The Environment (Net)	*3%*

d. Green

	12/9-10, 2025
Much better for the environment	25%
Somewhat better for the environment	32%
About the same	36%
Somewhat worse for the environment	4%
Much worse for the environment	3%
Better For The Environment (Net)	*57%*
Worse For The Environment (Net)	*7%*

e. Eco-friendly

	12/9-10, 2025
Much better for the environment	26%
Somewhat better for the environment	38%
About the same	31%
Somewhat worse for the environment	4%
Much worse for the environment	1%
Better For The Environment (Net)	*64%*
Worse For The Environment (Net)	*5%*

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13. When you see the following terms on food packaging about their impact on the environment, how do you compare that packaging to food packaging that doesn't use these phrases? Please select one response for each term. *(Continued)*

    f.   Non-toxic

	12/9-10, 2025
Much better for the environment	29%
Somewhat better for the environment	34%
About the same	33%
Somewhat worse for the environment	3%
Much worse for the environment	*
Better For The Environment (Net)	*64%*
Worse For The Environment (Net)	*3%*

    g.   Degradable

	12/9-10, 2025
Much better for the environment	23%
Somewhat better for the environment	35%
About the same	36%
Somewhat worse for the environment	5%
Much worse for the environment	1%
Better For The Environment (Net)	*58%*
Worse For The Environment (Net)	*6%*

14. How important is a doctor's recommendation of a product, prescription or treatment in your decision to buy a product, fill a prescription or seek a treatment in the following categories?

Total Important Summary

	12/9-10, 2025
Vision Correction (e.g., LASIK, cataract surgery, glasses, contact lenses, etc.)	85%
Pain Management/Arthritis (e.g., OTC painkillers, prescription medications, etc.)	85%
Respiratory Conditions (e.g., asthma, COPD, etc.)	84%
Dentistry (e.g., toothpaste, mouthwash, dental procedures, etc.)	83%
Vaccines (for you and/or your children)	81%
Vitamins/Supplements	79%
Allergy Relief	76%
Women's health (e.g., relief for menopause, period pain, reproductive health, etc.)	76%
Digestive OTC products (e.g., heartburn, acid reflux, gas & bloating relief, etc.)	76%
Weight Loss/Weight Management (e.g., GLP-1s, supplements, programs, etc.)	73%

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14. How important is a doctor's recommendation of a product, prescription or treatment in your decision to buy a product, fill a prescription or seek a treatment in the following categories? *(Continued)*

a. Dentistry (e.g., toothpaste, mouthwash, dental procedures, etc.)

	12/9-10, 2025
Very important	38%
Somewhat important	45%
Not very important	13%
Not at all important	4%
Important (Net)	*83%*
Not Important (Net)	*17%*

b. Weight Loss/Weight Management (e.g., GLP-1s, supplements, programs, etc.)

	12/9-10, 2025
Very important	30%
Somewhat important	44%
Not very important	18%
Not at all important	9%
Important (Net)	*73%*
Not Important (Net)	*27%*

c. Vision Correction (e.g., LASIK, cataract surgery, glasses, contact lenses, etc.)

	12/9-10, 2025
Very important	43%
Somewhat important	42%
Not very important	10%
Not at all important	5%
Important (Net)	*85%*
Not Important (Net)	*15%*

d. Vaccines (for you and/or your children)

	12/9-10, 2025
Very important	44%
Somewhat important	38%
Not very important	12%
Not at all important	7%
Important (Net)	*81%*
Not Important (Net)	*19%*

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14. How important is a doctor's recommendation of a product, prescription or treatment in your decision to buy a product, fill a prescription or seek a treatment in the following categories? *(Continued)*

e. Allergy Relief

	12/9-10, 2025
Very important	29%
Somewhat important	47%
Not very important	17%
Not at all important	7%
Important (Net)	*76%*
Not Important (Net)	*24%*

f. Pain Management/Arthritis (e.g., OTC painkillers, prescription medications, etc.)

	12/9-10, 2025
Very important	39%
Somewhat important	46%
Not very important	12%
Not at all important	3%
Important (Net)	*85%*
Not Important (Net)	*15%*

g. Vitamins/Supplements

	12/9-10, 2025
Very important	30%
Somewhat important	49%
Not very important	17%
Not at all important	4%
Important (Net)	*79%*
Not Important (Net)	*21%*

h. Respiratory Conditions (e.g., asthma, COPD, etc.)

	12/9-10, 2025
Very important	43%
Somewhat important	41%
Not very important	11%
Not at all important	5%
Important (Net)	*84%*
Not Important (Net)	*16%*

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14. How important is a doctor's recommendation of a product, prescription or treatment in your decision to buy a product, fill a prescription or seek a treatment in the following categories? *(Continued)*

i. Women's health (e.g., relief for menopause, period pain, reproductive health, etc.)

	12/9-10, 2025
Very important	35%
Somewhat important	41%
Not very important	12%
Not at all important	12%
Important (Net)	*76%*
Not Important (Net)	*24%*

j. Digestive OTC products (e.g., heartburn, acid reflux, gas & bloating relief, etc.)

	12/9-10, 2025
Very important	25%
Somewhat important	51%
Not very important	19%
Not at all important	5%
Important (Net)	*76%*
Not Important (Net)	*24%*

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GAME CHANGERS

PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are some of the findings of the one hundred and thirtieth wave of an Ipsos poll conducted between December 9-10, 2025. For this survey, a sample of 1,085 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

- The first wave was conducted between April 10-13, 2020, among 1,114 U.S. adults
- The second was conducted April 17-20, 2020, among 1,111 U.S. adults
- The third was conducted April 27-28, 2020, among 1,112 U.S. adults
- The fourth was conducted May 4-5, 2020, among 1,114 U.S. adults
- The fifth wave was conducted May 14-15, 2020, among 1,114 U.S. adults
- The sixth wave was conducted May 28-29, 2020, among 1,113 U.S. adults
- The seventh wave was conducted June 8-9, 2020, among 1,113 U.S. adults
- The eighth wave was conducted June 23-24, 2020, among 1,113 U.S. adults
- The ninth wave was conducted July 21-22, 2020, among 1,115 U.S. adults
- The tenth wave was conducted August 4-5, 2020, among 1,111 U.S. adults
- The eleventh wave was conducted August 18-10, 2020, among 1,115 U.S. adults
- The twelfth wave was conducted September 1-2, 2020, among 1,113 U.S. adults
- The thirteenth wave was conducted September 15-16, 2020, among 1,113 U.S. adults
- The fourteenth wave was conducted September 29-30, 2020, among 1,115 U.S. adults
- The fifteenth wave was conducted October 13-14, 2020, among 1,114 U.S. adults
- The sixteenth wave was conducted October 27-28, 2020, among 1,115 U.S. adults
- The seventeenth wave was conducted November 10-12, 2020, among 1,113 adults
- The eighteenth wave was conducted November 24-25, 2020, among 1,114 adults
- The nineteenth wave was conducted December 9-10, 2020, among 1,112 adults
- The twentieth wave was conducted January 20-21, 2021, among 1,115 adults
- The twenty-first wave was conducted February 2-3, 2021, among 1,115 adults
- The twenty-second wave was conducted February 17-18, 2021, among 1,115 adults
- The twenty-third wave was conducted March 2-3, 2021, among 1,115 adults.
- The twenty-fourth wave was conducted March 15-16, 2021, among 1,115 adults.
- The twenty-fifth wave was conducted March 30-31, 2021, among 1,115 adults.
- The twenty-sixth wave was conducted April 13-14, 2021, among 1,115 adults.
- The twenty-seventh wave was conducted April 27-28, 2021, among 1,115 adults.
- The twenty-eighth wave was conducted May 11-12, 2021, among 1,167 adults.
- The twenty-ninth wave was conducted May 25-26, 2021, among 1,178 adults.
- The thirtieth wave was conducted June 8-9, 2021, among 1,177 adults.
- The thirty-first wave was conducted June 22-23, 2021, among 1,176 adults.
- The thirty-second wave was conducted July 6-7, 2021, among 1,179 adults.
- The thirty-third wave was conducted July 20-21, 2021, among 1,137 adults.
- The thirty-fourth wave was conducted August 3-4, 2021, among 1,174 adults.
- The thirty-fifth wave was conducted August 18-19, 2021, among 1,177 adults.
- The thirty-sixth wave was conducted August 31-September 1, 2021, among 1,166 adults.
- The thirty-seventh wave was conducted September 14-15, 2021, among 1,177 adults.
- The thirty-eighth wave was conducted September 28-29, 2021, among 1,173 adults.
- The thirty-ninth wave was conducted October 12-13, 2021, among 1,174 adults.
- The fortieth wave was conducted October 26-27, 2021, among 1,160 adults.
- The forty-first wave was conducted November 9-10, 2021, among 1,160 adults

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- The forty-second wave was conducted November 22-23, 2021, among 1,162 adults
- The forty-third wave was conducted December 7-8, 2021, among 1,160 adults
- The forty-fourth wave was conducted January 4-5, 2022, among 1,158 adults
- The forty-fifth wave was conducted January 18-19, 2022, among 1,158 adults
- The forty-sixth wave was conducted February 2-3, 2022, among 2,010 adults
- The forty-seventh wave was conducted February 15-16, 2022, among 1,156 adults
- The forty-eighth wave was conducted March 1-2, 2022, among 1,154 adults
- The forty-ninth wave was conducted March 15-16, 2022, among 1,154 adults
- The fiftieth wave was conducted March 29-30, 2022, among 1,152 adults
- The fifty-first wave was conducted April 12-13, 2022, among 1,165 adults
- The fifty-second wave was conducted April 26-27, 2022, among 1,136 adults
- The fifty-third wave was conducted May 10-11, 2022, among 1,120 adults
- The fifty-fourth wave was conducted May 24-25, 2022, among 1,120 adults
- The fifty-fifth wave was conducted June 7-8, 2022, among 1,117 adults
- The fifty-sixth wave was conducted June 22-23, 2022, among 1,117 adults
- The fifty-seventh wave was conducted July 19-20, 2022, among 1,120 adults
- The fifty-eighth wave was conducted August 2-3, 2022, among 1,119 adults
- The fifty-ninth wave was conducted August 16-17, 2022. among 1,120 adults
- The sixtieth wave was conducted August 30-31, 2022, among 1,110 adults
- The sixty-first wave was conducted September 13-14, 2022, among 1,118 adults
- The sixty-second wave was conducted September 27-28, 2022, among 1,120 adults
- The sixty-third wave was conducted October 11-12, 2022, among 1,120 adults
- The sixty-fourth wave was conducted October 25-26, 2022, among 1,120 adults
- The sixty-fifth wave was conducted November 11-12, 2022, among 1,115 adults
- The sixty-sixth wave was conducted December 7-8, 2022, among 1,118 adults
- The sixty-seventh wave was conducted January 18-19, 2023, among 1,119 adults
- The sixty-eight 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-nineth wave was conducted July 18-19, 2023, among 1,109 adults
- The eightieth wave was conducted August 1-2, 2023 among 1,118 adults
- The eighty-first wave was conducted August 15-16, 2023 among 1,115 adults
- The eighty-second wave was conducted August 29-30, 2023 among 1,103 adults
- The eighty-third wave was conducted September 12-13, 2023 among 1,116 adults
- The eighty-fourth wave was conducted September 26-27, 2023 among 1,116 adults

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- The eighty-fifth wave was conducted October 10-11, 2023 among 1,119 adults
- The eighty-sixth wave was conducted October 24-25, 2023 among 1,118 adults
- The eighty-seventh wave was conducted November 7-8, 2023 among 1,120 adults
- The eighty-eighth wave was conducted December 5-6, 2023 among 1,120 adults
- The eighty-eighth and a half wave was conducted January 9-10, 2024 among 1,119 adults
- The eighty-ninth wave was conducted January 23-24, 2024 among 1,118 adults
- The ninetieth wave was conducted February 6-7, 2024 among 1,120 adults
- The ninety-first wave was conducted February 21-22, 2024 among 1,119 adults
- The ninety-second wave was conducted March 5-6, 2024 among 1,084 adults
- The ninety-third wave was conducted March 19-20, 2024 among 1,120 adults
- The ninety-third and a half wave was conducted April 2-3, 2024 among 1,082 adults
- The ninety-fourth wave was conducted April 16-17, 2024 among 1,081 adults
- The ninety-fifth wave was conducted April 30-May 1, 2024 among 1,081 adults
- The ninety-sixth wave was conducted May 14-15, 2024 among 1,081 adults
- The ninety-sixth and a half wave was conducted May 30-31, 2024 among 1,086 adults
- The ninety-seventh wave was conducted June 11-12, 2024 among 1,085 adults
- The ninety-eighth wave was conducted June 25-26, 2024 among 1,085 adults
- The ninety-ninth wave was conducted July 23-24, 2024 among 1,081 adults
- The one hundredth wave was conducted August 6-7, 2024 among 1,085 adults
- The one hundred and first wave was conducted August 20-21, 2024 among 1,083 adults
- The one hundred and second wave was conducted September 4-5, 2024 among 1,081 adults
- The one hundred and third wave was conducted September 17-18, 2024 among 1,084 adults
- The one hundred and fourth wave was conducted October 1-2, 2024 among 1,085 adults
- The one hundred and fifth wave was conducted October 15-16, 2024 among 1,085 adults
- The one hundred and sixth wave was conducted October 29-30, 2024 among 1,085 adults
- The one hundred and seventh wave was conducted November 13-14, 2024 among 1,095 adults
- The one hundred and eighth wave was conducted December 10-11, 2024 among 1,085 adults
- The one hundred and ninth wave was conducted January 14-15, 2025 among 1,085 adults
- The one hundred and tenth wave was conducted January 28-29, 2025 among 1,080 adults
- The 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
- The one hundred and fourteenth wave was conducted March 25-26, 2025 among 1,085 adults
- The one hundred and fifteenth wave was conducted April 8-9, 2025 among 1,090 adults
- The one hundred and sixteenth wave was conducted April 23-24, 2025 among 1,085 adults
- The one hundred and seventeenth wave was conducted May 6-7, 2025 among 1,094 adults

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- The one hundred and eighteenth wave was conducted May 21-22, 2025 among 1,085 adults
- The one hundred and nineteenth wave was conducted June 3-4, 2025 among 1,080 adults
- The one hundred and twentieth wave was conducted June 17-18, 2025 among 1,096 adults
- The one hundred and twenty-first wave was conducted July 15-16, 2025 among 1,083 adults
- The one hundred and twenty-second wave was conducted July 29-30, 2025 among 1,085 adults
- The one hundred and twenty-third wave conducted August 12-13, 2025 among 1,085 adults
- The one hundred and twenty-fourth wave conducted August 26-27, 2025 among 1,085 adults
- The one hundred and twenty-fifth wave conducted September 9-10, 2025 among 1,082 adults
- The one hundred and twenty-sixth wave conducted September 23-24, 2025 among 1,085 adults
- The one hundred and twenty-seventh wave conducted October 7-8, 2025 among 1,093 adults
- The one hundred and twenty-eighth wave conducted October 22-23, 2025 among 1,085 adults
- The one hundred and twenty-ninth wave conducted November 4-5, 2025 among 1,086 adults
- The one hundred and thirtieth wave conducted November 18-19, 2025 among 1,090 adults
- The one hundred and thirty-first wave conducted December 9-10, 2025 among 1,085 adults

The sample for this study was randomly drawn from Ipsos' online panel, partner online panel sources, and "river" sampling and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2023 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= 1,085, DEFF=1.5, adjusted Confidence Interval=+/- 5.1 percentage points).

- The forty-sixth wave of this study has a credibility interval of plus or minus 2.5 percentage points.
- The first, fourth, fifth, sixth, seventh, eighth, ninth, eleventh, twelfth, thirteenth, fourteenth, fifteenth, sixteenth, seventeenth, eighteenth, twentieth, twenty-first, twenty-second, twenty-third, twenty-fourth, twenty-fifth, twenty-sixth, twenty-seventh, twenty-eighth, twenty-ninth, thirtieth, thirty-first, thirty-second, thirty-third, thirty-fourth, thirty-fifth, thirty-sixth, thirty-seventh, thirty-eighth, thirty-ninth, fortieth, forty-first, forty second, forty-

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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-nineth, eightieth, eighty-first, eighty-second, eighty-third, eighty-fourth, eighty-fifth, eighty-sixth, eighty-seventh, eighty-eighth, eighty-eighth and a half, eighty-ninth, ninetieth, ninety-first, ninety-second, ninety-third, ninety-third and a half, ninety-fourth, 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, one hundred and thirteenth, one hundred and fourteenth, one hundred and fifteenth, one hundred and sixteenth, and one hundred and seventeenth, one hundred and eighteenth, one hundred and nineteenth, one hundred and twentieth, one hundred and twenty first, one hundred and twenty second, one hundred and twenty third, one hundred and twenty fourth, one hundred and twenty fifth waves, one hundred and twenty sixth, one hundred and twenty seventh, one hundred and twenty eighth, one hundred and twenty ninth, one hundred and thirtieth, and one hundred and thirty-first waves of this study have a credibility interval of 3.6 percentage points.

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ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

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