



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior

Washington, DC, January 30, 2025

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

	Very high threat	High threat	Moderate threat	Low threat	Very low threat	Don't know	High Threat (Net)	Low Threat (Net)
1/27-28, 2026 (N=1,085)	11%	15%	35%	18%	14%	6%	26%	32%
1/13-14, 2026 (N=1,290)	10%	19%	34%	20%	12%	5%	29%	32%
11/4-5, 2025 (N=1,086)	12%	13%	33%	23%	12%	7%	25%	34%
10/22-23, 2025 (N=1,085)	11%	17%	33%	19%	13%	8%	28%	31%
10/7-8, 2025 (N=1,093)	14%	18%	35%	17%	10%	7%	31%	27%
9/23-24, 2025 (N=1,085)	11%	17%	35%	20%	11%	7%	28%	31%
9/9-10, 2025 (N=1,082)	13%	17%	35%	18%	12%	6%	30%	29%
8/26-27, 2025 (N=1,085)	14%	16%	35%	21%	8%	6%	30%	29%
8/12-13, 2025 (N=1,085)	13%	19%	29%	17%	14%	8%	31%	31%
7/29-30, 2025 (N=1,085)	8%	8%	30%	19%	13%	7%	31%	31%
7/15-16, 2025 (N=1,083)	12%	14%	31%	21%	13%	9%	26%	34%
6/17-18, 2025 (N=1,096)	12%	19%	33%	20%	9%	6%	31%	30%
6/3-4, 2025 (N=1,080)	10%	16%	32%	21%	12%	10%	26%	32%
5/21-22, 2025 (N=1,085)	11%	15%	33%	20%	11%	10%	26%	31%
5/6-7, 2025 (N=1,094)	11%	15%	33%	17%	12%	12%	26%	29%
4/23-24, 2025 (N=1,085)	11%	17%	29%	20%	13%	10%	28%	34%
4/8-9, 2025 (N=1,090)	13%	16%	37%	18%	7%	9%	30%	25%
3/25-26, 2025 (N=1,085)	12%	17%	31%	19%	12%	9%	29%	31%
2/25-26, 2025 (N=1,083)	15%	17%	28%	17%	15%	8%	32%	32%
2/11-12, 2025 (N=1,082)	11%	15%	30%	21%	14%	8%	26%	35%



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2. 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
1/27-28, 2026	10%	45%	33%	12%
1/13-14, 2026	11%	45%	31%	13%
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%





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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.

	5 – Very satisfied	4	3	2	1 – Very unsatisfied	Satisfied (Net)	Unsatisfied (Net)
1/27-28, 2026	10%	17%	24%	10%	39%	27%	49%
1/13-14, 2026	11%	18%	25%	14%	31%	29%	46%
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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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
1/27-28, 2026 (N=584)	54%	20%	26%
1/13-14, 2026 (N=734)	51%	21%	28%
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%



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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
12/10-11, 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%



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

	10/15-16, 2024	1/28-29, 2025	1/27-28, 2026
Own	65%	63%	63%
Rent	30%	33%	31%
Neither	5%	4%	6%

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

Total Agree Summary

	10/15-16, 2024	1/28-29, 2025	11/4-5, 2025	1/27-28, 2026
My community should approve additional affordable housing construction	59%	65%	58%	62%
There aren't enough homes on the market where I live	42%	47%	43%	50%
The President of the United States has a lot of control over housing prices	39%	37%	37%	41%
Renting where I live is more affordable than owning	34%	35%	37%	38%
I'd like to move, but my mortgage rate is much lower than current rates so I'm stuck	30%	33%	32%	37%

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

	10/15-16, 2024	1/28-29, 2025	11/4-5, 2025	1/27-28, 2026
Strongly agree	16%	19%	16%	18%
Somewhat agree	25%	28%	27%	32%
Somewhat disagree	29%	24%	24%	22%
Strongly disagree	16%	16%	14%	17%
Don't know	14%	14%	18%	11%
Agree (Net)	42%	47%	43%	50%
Disagree (Net)	45%	39%	38%	39%

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

	10/15-16, 2024	1/28-29, 2025	11/4-5, 2025	1/27-28, 2026
Strongly agree	12%	12%	14%	17%
Somewhat agree	19%	21%	18%	20%
Somewhat disagree	22%	18%	17%	17%
Strongly disagree	36%	33%	33%	30%
Don't know	12%	16%	18%	17%
Agree (Net)	30%	33%	32%	37%
Disagree (Net)	57%	51%	50%	47%

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

c. My community should approve additional affordable housing construction

	10/15-16, 2024	1/28-29, 2025	11/4-5, 2025	1/27-28, 2026
Strongly agree	28%	31%	26%	31%
Somewhat agree	31%	33%	32%	31%
Somewhat disagree	15%	13%	16%	15%
Strongly disagree	15%	9%	13%	10%
Don't know	11%	13%	13%	13%
<i>Agree (Net)</i>	<i>59%</i>	<i>65%</i>	<i>58%</i>	<i>62%</i>
<i>Disagree (Net)</i>	<i>30%</i>	<i>23%</i>	<i>29%</i>	<i>25%</i>

d. Renting where I live is more affordable than owning

	10/15-16, 2024	1/28-29, 2025	11/4-5, 2025	1/27-28, 2026
Strongly agree	10%	11%	14%	14%
Somewhat agree	23%	24%	22%	24%
Somewhat disagree	25%	22%	22%	21%
Strongly disagree	26%	25%	22%	25%
Don't know	15%	18%	19%	15%
<i>Agree (Net)</i>	<i>34%</i>	<i>35%</i>	<i>37%</i>	<i>38%</i>
<i>Disagree (Net)</i>	<i>51%</i>	<i>47%</i>	<i>44%</i>	<i>46%</i>

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

	10/15-16, 2024	1/28-29, 2025	11/4-5, 2025	1/27-28, 2026
Strongly agree	13%	14%	16%	13%
Somewhat agree	26%	23%	21%	28%
Somewhat disagree	25%	24%	28%	28%
Strongly disagree	21%	20%	17%	17%
Don't know	14%	19%	18%	15%
<i>Agree (Net)</i>	<i>39%</i>	<i>37%</i>	<i>37%</i>	<i>41%</i>
<i>Disagree (Net)</i>	<i>47%</i>	<i>44%</i>	<i>45%</i>	<i>44%</i>

7. When it comes to doing projects around your home, to what extent do you agree or disagree with the following?

Total Agree Summary

	1/27-28, 2026
I like doing small do-it-yourself projects to make my living space better	80%
If there's a video to show me how to complete a home improvement project, I think I can do it too	77%
My parent(s) are/were handy	73%
I consider myself handy	71%
I'm doing more do-it-yourself projects or repairs these days because hiring people is expensive	66%
I'm doing more do-it-yourself projects or repairs these days because it's hard to find people to hire	50%

- a. I consider myself handy

	1/27-28, 2026
Strongly agree	26%
Somewhat agree	44%
Somewhat disagree	17%
Strongly disagree	11%
Don't know	2%
Agree (Net)	71%
Disagree (Net)	28%

- b. My parent(s) are/were handy

	1/27-28, 2026
Strongly agree	36%
Somewhat agree	37%
Somewhat disagree	15%
Strongly disagree	10%
Don't know	2%
Agree (Net)	73%
Disagree (Net)	25%

7. When it comes to doing projects around your home, to what extent do you agree or disagree with the following? *(Continued)*

c. If there's a video to show me how to complete a home improvement project, I think I can do it too

	1/27-28, 2026
Strongly agree	33%
Somewhat agree	44%
Somewhat disagree	13%
Strongly disagree	7%
Don't know	3%
Agree (Net)	77%
Disagree (Net)	20%

d. I like doing small do-it-yourself projects to make my living space better

	1/27-28, 2026
Strongly agree	34%
Somewhat agree	46%
Somewhat disagree	13%
Strongly disagree	5%
Don't know	2%
Agree (Net)	80%
Disagree (Net)	18%

e. I'm doing more do-it-yourself projects or repairs these days because hiring people is expensive

	1/27-28, 2026
Strongly agree	28%
Somewhat agree	38%
Somewhat disagree	19%
Strongly disagree	11%
Don't know	3%
Agree (Net)	66%
Disagree (Net)	31%

f. I'm doing more do-it-yourself projects or repairs these days because it's hard to find people to hire

	1/27-28, 2026
Strongly agree	15%
Somewhat agree	36%
Somewhat disagree	29%
Strongly disagree	17%
Don't know	4%
Agree (Net)	50%
Disagree (Net)	45%



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

	Very familiar	Somewhat familiar	Not very familiar	Not at all familiar	Don't know	Familiar (Net)	Not familiar (Net)
1/27-28, 2026	32%	45%	16%	7%	1%	77%	22%
11/4-5, 2025	26%	46%	19%	7%	2%	72%	26%
4/8-9, 2025	25%	53%	15%	5%	3%	77%	20%
3/25-26, 2025	27%	48%	17%	6%	2%	76%	23%
1/28-29, 2025	22%	48%	19%	7%	3%	71%	27%
1/14-15, 2025	27%	46%	18%	7%	1%	73%	26%
12/10-11, 2024	23%	46%	20%	8%	3%	69%	28%
10/15-16, 2024	24%	48%	19%	7%	1%	72%	27%
10/1-2, 2024	22%	47%	22%	7%	1%	69%	30%
9/17-18, 2024	21%	47%	21%	9%	2%	68%	30%
9/4-5, 2024	22%	49%	19%	8%	1%	71%	27%
8/20-21, 2024	23%	50%	19%	7%	2%	72%	26%
8/6-7, 2024	22%	54%	16%	6%	2%	76%	22%
6/25-26, 2024	24%	49%	19%	7%	1%	73%	26%
6/11-12, 2024	25%	48%	19%	6%	1%	73%	26%
4/16-17, 2024	24%	42%	20%	12%	2%	66%	32%
3/19-20, 2024	23%	47%	21%	9%	1%	70%	29%
3/5-6, 2024	22%	46%	21%	9%	3%	67%	30%
2/21-22, 2024	18%	52%	19%	10%	1%	70%	28%
2/6-7, 2024	20%	46%	19%	12%	3%	67%	31%
1/23-24, 2024	19%	47%	22%	10%	2%	66%	32%
12/5-6, 2023	20%	52%	17%	9%	3%	72%	25%
11/7-8, 2023	21%	47%	21%	9%	2%	68%	31%
10/24-25, 2023	17%	49%	20%	10%	3%	67%	30%
10/10-11, 2023	22%	47%	18%	10%	4%	68%	28%
9/26-27, 2023	21%	50%	19%	9%	2%	71%	27%
9/12-13, 2023	21%	48%	19%	9%	2%	70%	28%
8/29-30, 2023	20%	49%	20%	9%	2%	69%	29%
8/15-16, 2023	25%	43%	24%	7%	2%	68%	31%
8/1-2, 2023	20%	52%	17%	8%	3%	71%	25%
7/18-19, 2023	19%	45%	25%	10%	1%	64%	35%
6/21-22, 2023	20%	48%	20%	8%	3%	69%	28%
6/6-7, 2023	21%	52%	18%	7%	1%	73%	26%
5/23-24, 2023	21%	47%	19%	7%	5%	69%	26%
5/9-10, 2023	17%	48%	24%	9%	3%	65%	32%



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

Total Agree Summary

	1/18-19, 2023	1/31-2/1, 2023	4/25-26, 2023	7/7-10, 2023	8/1-2, 2023	1/27-28, 2026
The government should take action to prevent the potential loss of jobs due to AI	N/A	N/A	63%	N/A	N/A	72%
Using AI in the workplace can save time and resources	62%	N/A	N/A	N/A	55%	67%
Having ads in AI search results will make me trust the results less	N/A	N/A	N/A	N/A	N/A	63%
Increased use of AI will lead to more income inequality and a more polarized society	N/A	50%	N/A	N/A	44%	55%
The potential benefits of AI, such as increased efficiency and productivity, outweigh the potential job loss	N/A	38%	43%	40%	36%	41%
Increased use of AI will lead to more efficient and sustainable use of natural resources	N/A	45%	N/A	N/A	40%	40%
Having ads in AI search results will simplify my buying experience	N/A	N/A	N/A	N/A	N/A	36%
Increased use of AI will lead to more transparency and accountability in corporate decision-making	N/A	39%	N/A	N/A	32%	35%
AI will create new jobs and opportunities to make up for the jobs that are lost	N/A	38%	39%	36%	30%	35%
Increased use of AI will lead to more diversity and inclusion in the workforce	N/A	32%	N/A	N/A	28%	31%

a. The government should take action to prevent the potential loss of jobs due to AI

	4/25-26, 2023	1/27-28, 2026
Strongly agree	12%	37%
Somewhat agree	30%	35%
Somewhat disagree	24%	14%
Strongly disagree	18%	4%
Don't know	15%	11%
Agree (Net)	43%	72%
Disagree (Net)	42%	18%

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

b. Using AI in the workplace can save time and resources

	1/18-19, 2023	8/1-2, 2023	1/27-28, 2026
Strongly agree	16%	15%	22%
Somewhat agree	46%	40%	46%
Somewhat disagree	14%	13%	12%
Strongly disagree	5%	14%	12%
Don't know	18%	19%	9%
Agree (Net)	62%	55%	67%
Disagree (Net)	20%	26%	24%

c. The potential benefits of AI, such as increased efficiency and productivity, outweigh the potential job loss

	1/31-2/1, 2023	8/1-2, 2023	1/27-28, 2026
Strongly agree	11%	10%	13%
Somewhat agree	27%	25%	28%
Somewhat disagree	26%	21%	25%
Strongly disagree	17%	21%	25%
Don't know	19%	22%	9%
Agree (Net)	38%	36%	41%
Disagree (Net)	43%	43%	50%

d. AI will create new jobs and opportunities to make up for the jobs that are lost

	1/31-2/1, 2023	8/1-2, 2023	1/27-28, 2026
Strongly agree	12%	8%	13%
Somewhat agree	27%	22%	22%
Somewhat disagree	26%	26%	29%
Strongly disagree	16%	22%	24%
Don't know	20%	22%	12%
Agree (Net)	38%	30%	35%
Disagree (Net)	42%	48%	53%

e. Increased use of AI will lead to more diversity and inclusion in the workforce

	1/31-2/1, 2023	8/1-2, 2023	1/27-28, 2026
Strongly agree	11%	9%	10%
Somewhat agree	21%	19%	21%
Somewhat disagree	26%	21%	25%
Strongly disagree	18%	24%	27%
Don't know	24%	27%	17%
Agree (Net)	32%	28%	31%
Disagree (Net)	44%	45%	52%

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

- f. Increased use of AI will lead to more efficient and sustainable use of natural resources

	1/31-2/1, 2023	8/1-2, 2023	1/27-28, 2026
Strongly agree	12%	11%	12%
Somewhat agree	33%	29%	28%
Somewhat disagree	20%	21%	22%
Strongly disagree	11%	14%	22%
Don't know	24%	26%	16%
<i>Agree (Net)</i>	45%	40%	40%
<i>Disagree (Net)</i>	31%	34%	44%

- g. Increased use of AI will lead to more income inequality and a more polarized society

	1/31-2/1, 2023	8/1-2, 2023	1/27-28, 2026
Strongly agree	18%	19%	27%
Somewhat agree	31%	25%	28%
Somewhat disagree	18%	17%	19%
Strongly disagree	8%	10%	8%
Don't know	25%	29%	18%
<i>Agree (Net)</i>	50%	44%	55%
<i>Disagree (Net)</i>	26%	27%	27%

- h. Increased use of AI will lead to more transparency and accountability in corporate decision-making

	1/31-2/1, 2023	8/1-2, 2023	1/27-28, 2026
Strongly agree	10%	7%	10%
Somewhat agree	29%	25%	26%
Somewhat disagree	23%	23%	25%
Strongly disagree	15%	21%	25%
Don't know	23%	23%	14%
<i>Agree (Net)</i>	39%	32%	35%
<i>Disagree (Net)</i>	38%	45%	51%

- i. Having ads in AI search results will make me trust the results less

	1/27-28, 2026
Strongly agree	27%
Somewhat agree	36%
Somewhat disagree	17%
Strongly disagree	7%
Don't know	12%
<i>Agree (Net)</i>	63%
<i>Disagree (Net)</i>	25%

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

j. Having ads in AI search results will simplify my buying experience

	1/27-28, 2026
Strongly agree	12%
Somewhat agree	24%
Somewhat disagree	26%
Strongly disagree	26%
Don't know	12%
Agree (Net)	36%
Disagree (Net)	52%

10. **[ASKED IF Q8 = VERY/SOMEWHAT/NOT VERY FAMILIAR]** Have you used any of the following in the last month...

Yes Summary

	9/9-10, 2025 (N=994)	1/27-28, 2026 (N=1,005)
An internet search program	86%	84%
Social media	87%	83%
An artificial intelligence (AI) assisted internet search program	58%	54%
A customer service chat program	52%	49%
An artificial intelligence (AI) chat program	49%	48%
An artificial intelligence (AI) image generation system	39%	36%
[ASKED IF EMPLOYED FULL OR PART TIME] An AI note-taker (for instance, during a virtual meeting)	N/A	(N=495) 25%

No Summary

	9/9-10, 2025 (N=994)	1/27-28, 2026 (N=1,005)
[ASKED IF EMPLOYED FULL OR PART TIME] An AI note-taker (for instance, during a virtual meeting)	N/A	(N=495) 75%
An artificial intelligence (AI) image generation system	61%	64%
An artificial intelligence (AI) chat program	51%	52%
A customer service chat program	48%	51%
An artificial intelligence (AI) assisted internet search program	42%	46%
Social media	13%	17%
An internet search program	14%	16%

11. **[ASKED IF Q8 = VERY/SOMEWHAT/NOT VERY FAMILIAR]** When thinking about generative AI tools like Chatbots, content or image generators, or assistants, which of the following, if any, keep you from using it more than you currently do:

	6/25-26, 2024 (N=1,004)	1/27-28, 2026 (N=1,005)
I don't trust these tools to provide accurate or useful results	26%	31%
I don't have any need for these tools	33%	29%
I don't see the benefit of using them	19%	19%
I don't understand how to use these tools	17%	13%
I can't afford these tools	10%	7%
I have never heard of these tools	7%	5%
I don't have access to these tools	9%	4%
Other	3%	5%
Don't know /None of these	20%	23%

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

	4/25-26, 2023	1/28-29, 2025	1/27-28, 2026
A major role	38%	43%	50%
A minor role	49%	42%	41%
No role at all	13%	15%	9%

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

Total Familiar Summary

	1/27-28, 2026
Winter storms battering the East Coast and South with snow and deep cold	85%
Escalating violence and conflict during ICE enforcement in Minneapolis	85%
Federal immigration officers asserting the authority to forcibly enter people's homes without a judge's warrant	67%
President Trump declaring he won't use military force to try to take Greenland	67%
Indiana University winning the College Football National Championship	46%

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

a. Escalating violence and conflict during ICE enforcement in Minneapolis

	1/27-28, 2026
Very familiar	58%
Somewhat familiar	28%
Heard of it, but that's it	10%
Never heard of it	5%
Familiar (Net)	85%
Not Familiar (Net)	15%

b. President Trump declaring he won't use military force to try to take Greenland

	1/27-28, 2026
Very familiar	34%
Somewhat familiar	33%
Heard of it, but that's it	17%
Never heard of it	17%
Familiar (Net)	67%
Not Familiar (Net)	33%

c. Federal immigration officers asserting the authority to forcibly enter people's homes without a judge's warrant

	1/27-28, 2026
Very familiar	39%
Somewhat familiar	28%
Heard of it, but that's it	20%
Never heard of it	13%
Familiar (Net)	67%
Not Familiar (Net)	33%

d. Indiana University winning the College Football National Championship

	1/27-28, 2026
Very familiar	29%
Somewhat familiar	16%
Heard of it, but that's it	17%
Never heard of it	37%
Familiar (Net)	46%
Not Familiar (Net)	54%

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

e. Winter storms battering the East Coast and South with snow and deep cold

	1/27-28, 2026
Very familiar	62%
Somewhat familiar	23%
Heard of it, but that's it	10%
Never heard of it	5%
Familiar (Net)	85%
Not Familiar (Net)	15%

14. 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. Escalating violence and conflict during ICE enforcement in Minneapolis

	1/27-28, 2026
I care a lot	66%
I care a little	24%
I don't care at all	7%
Don't know	3%

b. President Trump declaring he won't use military force to try to take Greenland

	1/27-28, 2026
I care a lot	50%
I care a little	31%
I don't care at all	14%
Don't know	6%

c. Federal immigration officers asserting the authority to forcibly enter people's homes without a judge's warrant

	1/27-28, 2026
I care a lot	61%
I care a little	23%
I don't care at all	10%
Don't know	6%

d. Indiana University winning the College Football National Championship

	1/27-28, 2026
I care a lot	14%
I care a little	28%
I don't care at all	53%
Don't know	5%

14. 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)*

e. Winter storms battering the East Coast and South with snow and deep cold

	1/27-28, 2026
I care a lot	54%
I care a little	35%
I don't care at all	8%
Don't know	4%

15. When considering a premium, or splurge purchase, what factors help you decide it's "worth it"?

	1/27-28, 2026
It would last a long time	48%
I know I won't be wasting my money	47%
I trust the brand's reputation for quality	47%
I know I wouldn't regret the purchase later	42%
It will save you time	27%
I'd be proud to own this	27%
I just know how much I want it	26%
The product comes with exceptional customer service or support	24%
It has exclusive features not available in similar products	21%
The maker offers lots of options so you can get the one that's just right for you	19%
It's rare or exclusive	16%
It's only offered for or at a limited time	15%
Personalized service or customization options are available	15%
It conveys the image I want to portray	12%
The maker offers fewer options so it's easy to make a choice	8%
Don't know	5%
None of these	3%



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

	1/31-2/1, 2023	1/28-29, 2025	1/27-28, 2026
Buying a gift	22%	25%	27%
Going out on a date	19%	22%	26%
Staying in for a romantic night	20%	20%	24%
Buying a card	20%	18%	16%
Celebrating with friends	7%	9%	8%
Making a homemade gift	8%	8%	8%
Having an "anti-Valentine's Day" party or gathering	3%	3%	3%
Other	3%	4%	2%
I don't plan to celebrate	36%	31%	31%
I don't know	9%	7%	8%





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About the Study

These are some of the findings of the one hundred and thirty-third wave of an Ipsos poll conducted between January 27-28, 2026. 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-eighth wave was conducted January 31-February 1, 2023, among 1,118 adults
- The sixty-ninth wave was conducted February 14-15, 2023, among 1,109 adults
- The seventieth wave was conducted February 28- March 1, 2023 among 1,105 adults
- The seventy-first wave was conducted March 14-15, 2023 among 1,119 adults
- The seventy-second wave was conducted March 28-29, 2023, among 1,120 adults
- The seventy-third wave was conducted April 11-12, 2023, among 1,120 adults
- The seventy-fourth wave was conducted April 25-26, 2023, among 1,120 adults
- The seventy-fifth wave was conducted May 9-10, 2023, among 1,117 adults
- The seventy-sixth wave was conducted May 23-24, 2023, among 1,116 adults
- The seventy-seventh wave was conducted June 6-7, 2023 among 1,108 adults
- The seventy-eighth wave was conducted June 21-22, 2023 among 1,109 adults
- The seventy-ninth wave was conducted July 18-19, 2023 among 1,109 adults
- The eightieth wave was conducted August 1-2, 2023 among 1,118 adults
- The eighty-first wave was conducted August 15-16, 2023 among 1,115 adults
- The eighty-second wave was conducted August 29-30, 2023 among 1,103 adults
- The eighty-third wave was conducted September 12-13, 2023 among 1,116 adults
- The eighty-fourth wave was conducted September 26-27, 2023 among 1,116 adults





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- The eighty-fifth wave was conducted October 10-11, 2023 among 1,119 adults
- The eighty-sixth wave was conducted October 24-25, 2023 among 1,118 adults
- The eighty-seventh wave was conducted November 7-8, 2023 among 1,120 adults
- The eighty-eighth wave was conducted December 5-6, 2023 among 1,120 adults
- The eighty-eighth and a half wave was conducted January 9-10, 2024 among 1,119 adults
- The eighty-ninth wave was conducted January 23-24, 2024 among 1,118 adults
- The ninetieth wave was conducted February 6-7, 2024 among 1,120 adults
- The ninety-first wave was conducted February 21-22, 2024 among 1,119 adults
- The ninety-second wave was conducted March 5-6, 2024 among 1,084 adults
- The ninety-third wave was conducted March 19-20, 2024 among 1,120 adults
- The ninety-third and a half wave was conducted April 2-3, 2024 among 1,082 adults
- The ninety-fourth wave was conducted April 16-17, 2024 among 1,081 adults
- The ninety-fifth wave was conducted April 30-May 1, 2024 among 1,081 adults
- The ninety-sixth wave was conducted May 14-15, 2024 among 1,081 adults
- The ninety-sixth and a half wave was conducted May 30-31, 2024 among 1,086 adults
- The ninety-seventh wave was conducted June 11-12, 2024 among 1,085 adults
- The ninety-eighth wave was conducted June 25-26, 2024 among 1,085 adults
- The ninety-ninth wave was conducted July 23-24, 2024 among 1,081 adults
- The one hundredth wave was conducted August 6-7, 2024 among 1,085 adults
- The one hundred and first wave was conducted August 20-21, 2024 among 1,083 adults
- The one hundred and second wave was conducted September 4-5, 2024 among 1,081 adults
- The one hundred and third wave was conducted September 17-18, 2024 among 1,084 adults
- The one hundred and fourth wave was conducted October 1-2, 2024 among 1,085 adults
- The one hundred and fifth wave was conducted October 15-16, 2024 among 1,085 adults
- The one hundred and sixth wave was conducted October 29-30, 2024 among 1,085 adults
- The one hundred and seventh wave was conducted November 13-14, 2024 among 1,095 adults
- The one hundred and eighth wave was conducted December 10-11, 2024 among 1,085 adults
- The one hundred and ninth wave was conducted January 14-15, 2025 among 1,085 adults
- The one hundred and tenth wave was conducted January 28-29, 2025 among 1,080 adults
- The 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 one hundred and thirty-second wave conducted January 13-14, 2026 among 1,290 adults
- The one hundred and thirty-third wave conducted January 27-28, 2026 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 the 2025 March Supplement of the Current Population Survey (CPS).. 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-





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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, forty-fifth, and one hundred and thirty-second 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-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, one hundred and thirty-first, and one hundred and thirty-third waves of this study have a credibility interval of 3.6 percentage points.

For more information on this news release, please contact:

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