



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior

Washington, DC, May 8, 2026

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

	Working at my workplace only	Working from home only	Working both from home and at my workplace
5/5-6, 2026 (N=626)	56%	19%	25%
4/7-8, 2026 (N=582)	57%	18%	25%
3/24-25, 2026 (N=582)	56%	21%	23%
3/10-11, 2026 (N=585)	58%	15%	27%
2/24-25, 2026 (N=606)	51%	21%	28%
2/10-11, 2026 (N=632)	56%	21%	23%
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%



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

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



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

	Working at my workplace only	Working from home only	Working both from home and at my workplace
12/5-6, 2023 (N=567)	55%	25%	20%
11/7-8, 2023 (N=595)	54%	24%	22%
10/24-25, 2023 (N=551)	55%	22%	23%
10/10-11, 2023 (N=570)	58%	19%	23%
9/26-27, 2023 (N=612)	57%	18%	25%
9/12-13, 2023 (N=594)	55%	20%	26%
8/29-30, 2023 (N=586)	57%	25%	19%
8/15-16, 2023 (N=568)	51%	23%	26%
8/1-2, 2023 (N=623)	50%	28%	22%
7/18-19, 2023 (N=574)	60%	20%	20%
6/21-22, 2023 (N=580)	52%	25%	23%
6/6-7, 2023 (N=582)	60%	21%	19%
5/23-24, 2023 (N=599)	52%	24%	23%
5/9-10, 2023 (N=615)	59%	20%	21%
4/25-26, 2023 (N=582)	52%	29%	19%
4/11-12, 2023 (N=557)	58%	21%	22%
3/28-29, 2023 (N=620)	46%	24%	30%
3/14-15, 2023 (N=625)	55%	25%	20%
2/28-3/1, 2023 (N=616)	61%	20%	19%
2/14-15, 2023 (N=603)	56%	24%	20%
1/18-19, 2023 (N=639)	56%	22%	22%
11/9-10, 2022 (N=628)	54%	22%	24%
10/25-26, 2022 (N=594)	56%	24%	20%
10/11-12, 2022 (N=611)	62%	21%	18%
9/27-28, 2022 (N=616)	56%	23%	21%
9/13-14, 2022 (N=596)	55%	21%	24%
8/30-31, 2022 (N=584)	57%	20%	23%
8/16-17, 2022 (N=598)	55%	25%	20%
8/2-3, 2022 (N=613)	54%	25%	21%
7/19-20, 2022 (N=588)	58%	25%	17%
6/22-23, 2022 (N=622)	56%	27%	17%
6/7-8, 2022 (N=593)	56%	24%	20%
5/24-25, 2022 (N=571)	56%	26%	18%
5/10-11, 2022 (N=628)	56%	24%	20%
4/26-27, 2022 (N=657)	57%	24%	19%
4/12-13, 2022 (N=663)	58%	24%	19%
3/29-30, 2022 (N=666)	57%	23%	20%
3/15-16, 2022 (N=611)	57%	23%	20%
2/2-3, 2022 (N=1,086)	56%	24%	20%
1/20-21, 2021 (N=603)	34%	48%	18%



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2. What level of threat do you think the coronavirus poses to you personally?

	<i>High threat (Net)</i>	Very high threat	High threat	Moderate threat	<i>Low threat (Net)</i>	Low threat	Very low threat	Don't know
5/5-6, 2026 (N=1,078)	11%	3%	8%	18%	68%	30%	38%	3%
4/30-5/1, 2024 (N=1,081)	12%	4%	8%	25%	59%	26%	33%	3%
2/6-7, 2024 (N=1,120)	15%	7%	8%	30%	51%	27%	24%	4%
1/23-24, 2024 (N=1,118)	14%	6%	9%	33%	49%	26%	23%	4%
1/9-10, 2024 (N=1,119)	14%	5%	9%	30%	53%	26%	26%	3%
10/10-11, 2023 (N=1,119)	19%	6%	13%	28%	50%	25%	25%	3%
9/26-27, 2023 (N=1,116)	16%	6%	10%	34%	47%	24%	24%	3%
9/12-13, 2023 (N=1,116)	20%	5%	15%	29%	49%	25%	24%	2%
8/29-30, 2023 (N=1,103)	15%	5%	10%	31%	51%	23%	28%	2%
4/11-12, 2023 (N=1,120)	20%	9%	11%	25%	52%	23%	29%	3%
3/14-15, 2023 (N=1,119)	13%	5%	8%	26%	58%	27%	31%	3%
2/14-15, 2023 (N=1,109)	20%	7%	12%	33%	44%	26%	18%	3%
1/18-19, 2023 (N=1,119)	18%	6%	12%	36%	43%	22%	20%	3%



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2. What level of threat do you think the coronavirus poses to you personally? (Continued)

	<i>High threat (Net)</i>	Very high threat	High threat	Moderate threat	<i>Low threat (Net)</i>	Low threat	Very low threat	Don't know
12/7-8, 2022 (N=1,118)	22%	6%	16%	32%	42%	23%	19%	4%
11/9-10, 2022 (N=1,115)	17%	7%	11%	33%	47%	25%	22%	3%
10/25-26, 2022 (N=1,120)	23%	8%	15%	34%	40%	22%	19%	3%
10/11-12, 2022 (N=1,120)	21%	7%	14%	33%	41%	23%	18%	4%
9/27-28, 2022 (N=1,120)	21%	7%	15%	34%	42%	22%	20%	3%
9/13-14, 2022 (N=1,118)	25%	10%	15%	31%	41%	23%	18%	2%
8/30-31, 2022 (N=1,110)	23%	8%	15%	32%	42%	24%	18%	2%
8/16-17, 2022 (N=1,120)	23%	9%	14%	34%	41%	21%	20%	2%
8/2-3, 2022 (N=1,119)	23%	11%	13%	35%	39%	21%	17%	3%
7/19-20, 2022 (N=1,120)	25%	9%	15%	33%	40%	21%	19%	3%
6/22-23, 2022 (N=1,117)	25%	10%	15%	34%	38%	19%	9%	3%
6/7-8, 2022 (N=1,117)	23%	9%	14%	35%	40%	20%	21%	2%
5/24-25, 2022 (N=1,120)	22%	8%	14%	36%	39%	20%	19%	2%
5/10-11, 2022 (N=1,120)	27%	9%	18%	31%	40%	21%	19%	2%
4/26-27, 2022 (N=1,136)	23%	10%	14%	32%	41%	22%	19%	4%
4/12-13, 2022 (N=1,165)	24%	9%	15%	33%	41%	22%	19%	2%
3/29-30, 2022 (N=1,152)	24%	10%	15%	31%	41%	24%	18%	3%
3/15-16, 2022 (N=1,154)	27%	12%	15%	29%	41%	21%	20%	3%
3/1-2, 2022 (N=1,154)	27%	11%	16%	33%	37%	19%	18%	2%
2/15-16, 2022 (N=1,156)	26%	10%	17%	34%	37%	21%	17%	3%
2/1-3, 2022 (N=2,010)	29%	11%	18%	35%	34%	20%	14%	2%
1/18-19, 2022 (N=1,158)	35%	15%	20%	35%	28%	14%	14%	2%
1/4-5, 2022 (N=1,158)	35%	13%	22%	32%	30%	17%	13%	3%



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2. What level of threat do you think the coronavirus poses to you personally? (Continued)

	<i>High threat (Net)</i>	Very high threat	High threat	Moderate threat	<i>Low threat (Net)</i>	Low threat	Very low threat	Don't know
12/7-8, 2021 (N=1,160)	30%	12%	17%	33%	34%	20%	14%	3%
11/22-23, 2021 (N=1,162)	21%	9%	12%	34%	42%	23%	20%	2%
11/9-10, 2021 (N=1,160)	24%	9%	15%	33%	22%	22%	19%	3%
10/26-27, 2021 (N=1,160)	26%	12%	14%	34%	37%	22%	15%	3%
10/12-13, 2021 (N=1,174)	29%	10%	18%	33%	36%	20%	15%	3%
9/28-29, 2021 (N=1,173)	27%	11%	16%	34%	37%	20%	17%	2%
9/14-15, 2021 (N=1,177)	30%	12%	18%	31%	36%	21%	15%	2%
8/31-9/1, 2021 (N= 1,166)	29%	12%	17%	35%	34%	19%	15%	1%
8/18-19, 2021 (N=1,177)	28%	12%	16%	36%	33%	18%	15%	3%
8/3-4, 2021 (N=1,174)	28%	11%	16%	33%	36%	19%	17%	3%
7/20-21, 2021 (N=1,137)	25%	12%	13%	30%	43%	22%	22%	2%
7/6-7, 2021 (N=1,179)	19%	8%	11%	29%	50%	24%	25%	2%
6/22-23, 2021 (N=1,176)	18%	7%	11%	27%	53%	26%	27%	2%
6/8-9, 2021 (N=1,177)	17%	6%	11%	28%	54%	27%	26%	2%
5/25-26, 2021 (N=1,178)	22%	9%	13%	29%	46%	24%	23%	2%
5/11-12, 2021 (N=1,167)	25%	10%	15%	25%	48%	22%	26%	2%
4/27-28, 2021 (N=1,115)	25%	10%	15%	30%	43%	23%	20%	2%
4/13-14, 2021 (N=1,115)	26%	10%	15%	32%	42%	21%	20%	1%
3/30-31, 2021 (N=1,115)	27%	11%	16%	33%	37%	18%	19%	3%
3/2-3, 2021 (N=1,115)	33%	14%	19%	35%	32%	19%	12%	1%
2/17-18, 2021 (N=1,115)	34%	15%	19%	34%	30%	15%	15%	2%
2/2-3, 2021 (N=1,115)	35%	13%	22%	34%	29%	16%	14%	1%
1/20-21, 2021 (N=1,115)	41%	18%	23%	34%	25%	15%	10%	1%



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2. What level of threat do you think the coronavirus poses to you personally? (Continued)

	<i>High threat (Net)</i>	Very high threat	High threat	Moderate threat	<i>Low threat (Net)</i>	Low threat	Very low threat	Don't know
12/9-10, 2020 (N=1,112)	39%	17%	22%	34%	25%	15%	10%	1%
11/24-25, 2020 (N=1,114)	40%	18%	21%	36%	23%	14%	9%	2%
11/10-11, 2020 (N=1,113)	40%	16%	23%	33%	25%	15%	11%	2%
10/27-28, 2020 (N=1,115)	38%	17%	20%	34%	27%	16%	11%	2%
10/13-14, 2020 (N=1,114)	36%	16%	21%	33%	29%	17%	12%	1%
9/29-30, 2020 (N=1,115)	35%	16%	18%	34%	30%	17%	13%	2%
9/15-16, 2020 (N=1,113)	36%	18%	18%	33%	29%	16%	12%	1%
9/1-2, 2020 (N=1,113)	33%	14%	19%	33%	32%	19%	14%	1%
8/18-19, 2020 (N=1115)	34%	14%	20%	37%	28%	17%	11%	1%
8/4-5, 2020 (N=1,111)	33%	14%	19%	37%	29%	17%	12%	2%
7/21-22, 2020 (N=1,115)	34%	15%	19%	36%	29%	19%	10%	1%
6/23-24, 2020 (N=1,113)	31%	14%	17%	34%	33%	20%	12%	2%
6/8-9, 2020 (N=1,113)	28%	12%	16%	32%	38%	23%	16%	2%
5/28-29, 2020 (N=1,113)	30%	12%	18%	34%	34%	20%	14%	2%
5/14-15, 2020 (N=1,114)	31%	13%	18%	36%	30%	18%	12%	3%
5/4-5, 2020 (N=1,114)	34%	15%	19%	35%	28%	17%	11%	2%
4/27-28, 2020 (N=1,112)	32%	15%	17%	34%	31%	20%	11%	3%
4/17-20, 2020 (N=1,111)	32%	10%	22%	35%	31%	21%	10%	2%



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3. In the past three months, has your household spending on the following items increased, decreased, or stayed the same?

Increased Summary table

	11/9-10, 2022	2/14-15, 2023	4/23-24, 2025	5/5-6, 2026
Gas for a car	37%	33%	24%	56%
Groceries you buy at a store	31%	36%	35%	43%
Home improvements	14%	14%	16%	20%
Eating at restaurants out of home	15%	15%	16%	19%
Optional or discretionary products, meaning things you don't need, but want	11%	13%	13%	18%
Paying back outstanding debt	16%	15%	16%	17%
Home delivery from grocery stores	13%	12%	13%	16%
Home delivery from restaurants	13%	12%	10%	13%
Contributing to 401Ks, investments or other savings accounts	12%	9%	10%	12%
Donations to charity	8%	6%	8%	11%

- a. Optional or discretionary products, meaning things you don't need, but want

	11/9-10, 2022	2/14-15, 2023	4/23-24, 2025	5/5-6, 2026
Increased	11%	13%	13%	18%
Decreased	35%	36%	32%	29%
Stayed the same	44%	44%	46%	49%
Not applicable	10%	8%	9%	5%

- b. Eating at restaurants out of home

	11/9-10, 2022	2/14-15, 2023	4/23-24, 2025	5/5-6, 2026
Increased	15%	15%	16%	19%
Decreased	33%	36%	32%	30%
Stayed the same	42%	44%	43%	46%
Not applicable	10%	9%	9%	5%

- c. Donations to charity

	11/9-10, 2022	2/14-15, 2023	4/23-24, 2025	5/5-6, 2026
Increased	8%	6%	8%	11%
Decreased	22%	22%	20%	14%
Stayed the same	43%	45%	47%	52%
Not applicable	27%	27%	24%	24%





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3. In the past three months, has your household spending on the following items increased, decreased, or stayed the same? (*Continued*)

d. Home delivery from restaurants

	11/9-10, 2022	2/14-15, 2023	4/23-24, 2025	5/5-6, 2026
Increased	13%	12%	10%	13%
Decreased	20%	22%	22%	18%
Stayed the same	29%	24%	26%	31%
Not applicable	38%	42%	42%	38%

e. Home delivery from grocery stores

	11/9-10, 2022	2/14-15, 2023	4/23-24, 2025	5/5-6, 2026
Increased	13%	12%	13%	16%
Decreased	13%	15%	12%	14%
Stayed the same	26%	22%	28%	29%
Not applicable	47%	51%	48%	41%

f. Home improvements

	11/9-10, 2022	2/14-15, 2023	4/23-24, 2025	5/5-6, 2026
Increased	14%	14%	16%	20%
Decreased	21%	24%	20%	16%
Stayed the same	40%	37%	47%	44%
Not applicable	26%	25%	17%	19%

g. Groceries you buy at a store

	11/9-10, 2022	2/14-15, 2023	4/23-24, 2025	5/5-6, 2026
Increased	31%	36%	35%	43%
Decreased	18%	23%	16%	13%
Stayed the same	48%	39%	47%	44%
Not applicable	3%	3%	2%	1%

h. Gas for a car

	11/9-10, 2022	2/14-15, 2023	4/23-24, 2025	5/5-6, 2026
Increased	37%	33%	24%	56%
Decreased	18%	17%	16%	12%
Stayed the same	37%	40%	52%	26%
Not applicable	8%	10%	8%	6%



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3. In the past three months, has your household spending on the following items increased, decreased, or stayed the same? (*Continued*)

i. Paying back outstanding debt

	11/9-10, 2022	2/14-15, 2023	4/23-24, 2025	5/5-6, 2026
Increased	16%	15%	16%	17%
Decreased	14%	18%	10%	12%
Stayed the same	40%	41%	43%	41%
Not applicable	30%	26%	31%	30%

j. Contributing to 401Ks, investments or other savings accounts

	11/9-10, 2022	2/14-15, 2023	4/23-24, 2025	5/5-6, 2026
Increased	12%	9%	10%	12%
Decreased	15%	17%	12%	13%
Stayed the same	36%	40%	49%	52%
Not applicable	37%	34%	29%	23%

4. When thinking about your shopping experiences, how often, if at all, do the following situations apply?

Total Often/Sometimes Summary

	4/23-24, 2025	5/5-6, 2026
When I go to a store, I buy the brand or product I intended to buy	91%	96%
I see discounts and coupons offered while I'm shopping in store or online	66%	74%
I see ads in store and online when I'm shopping	72%	72%
When I'm shopping in stores or online, I see ads for the products I'm shopping for	68%	71%
I see ads on TV or in media I consume for products that I am in the market to buy	60%	61%

a. When I go to a store, I buy the brand or product I intended to buy

	4/23-24, 2025	5/5-6, 2026
Often	59%	68%
Sometimes	32%	27%
Rarely	5%	3%
Never	1%	*
Don't know/Does not apply	3%	1%
Often/Sometimes (Net)	91%	96%
Rarely/Never (Net)	6%	3%



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4. When thinking about your shopping experiences, how often, if at all, do the following situations apply? *(Continued)*

b. When I'm shopping in stores or online, I see ads for the products I'm shopping for

	4/23-24, 2025	5/5-6, 2026
Often	19%	19%
Sometimes	48%	52%
Rarely	21%	21%
Never	8%	5%
Don't know/Does not apply	4%	2%
Often/Sometimes (Net)	68%	71%
Rarely/Never (Net)	28%	27%

c. I see ads in store and online when I'm shopping

	4/23-24, 2025	5/5-6, 2026
Often	27%	26%
Sometimes	45%	45%
Rarely	18%	19%
Never	5%	6%
Don't know/Does not apply	5%	4%
Often/Sometimes (Net)	72%	72%
Rarely/Never (Net)	23%	25%

d. I see discounts and coupons offered while I'm shopping in store or online

	4/23-24, 2025	5/5-6, 2026
Often	25%	25%
Sometimes	40%	49%
Rarely	24%	19%
Never	7%	5%
Don't know/Does not apply	4%	1%
Often/Sometimes (Net)	66%	74%
Rarely/Never (Net)	30%	24%

e. I see ads on TV or in media I consume for products that I am in the market to buy

	4/23-24, 2025	5/5-6, 2026
Often	15%	17%
Sometimes	46%	44%
Rarely	25%	29%
Never	8%	6%
Don't know/Does not apply	6%	4%
Often/Sometimes (Net)	60%	61%
Rarely/Never (Net)	33%	36%





PUBLIC POLL FINDINGS AND METHODOLOGY

5. Besides price, what are the most important factors for you when choosing where to shop for everyday purchases? Please select up to three items.

	5/5-6, 2026
Product selection	55%
Convenience	53%
Loyalty/rewards program	39%
Ease of shopping online or in-store	36%
Customer service / Store experience	29%
Reputation of retailer	18%
Smooth payment process	18%
An app that is easy to use	11%
Private-label offerings	9%
AI shopping options	4%
Other	4%
Don't know	1%

6. How much would you trust or distrust AI agents or chatbots (i.e., Claude, Gemini, etc.) to recommend products or services in the following categories?

Total Trust Summary

	5/5-6, 2026
Electronics	53%
Entertainment and media	52%
Appliances	47%
Cellphone providers	45%
Groceries	44%
Vehicles	41%
Over-the-counter medications	39%
Financial services [what provider to use]	34%
Investment advice [where to place your money]	34%
Medical procedures	32%

a. Groceries

	5/5-6, 2026
I would highly trust the recommendations	9%
I would somewhat trust the recommendations	34%
I would somewhat distrust the recommendations	15%
I would highly distrust the recommendations	7%
I would not even ask AI about this	31%
Don't know	4%
<i>Trust (Net)</i>	44%
<i>Distrust (Net)</i>	22%



PUBLIC POLL FINDINGS AND METHODOLOGY

6. How much would you trust or distrust AI agents or chatbots (i.e., Claude, Gemini, etc.) to recommend products or services in the following categories? (Continued)

b. Vehicles

	5/5-6, 2026
I would highly trust the recommendations	9%
I would somewhat trust the recommendations	32%
I would somewhat distrust the recommendations	16%
I would highly distrust the recommendations	8%
I would not even ask AI about this	31%
Don't know	4%
<i>Trust (Net)</i>	41%
<i>Distrust (Net)</i>	24%

c. Electronics

	5/5-6, 2026
I would highly trust the recommendations	12%
I would somewhat trust the recommendations	41%
I would somewhat distrust the recommendations	12%
I would highly distrust the recommendations	6%
I would not even ask AI about this	23%
Don't know	6%
<i>Trust (Net)</i>	53%
<i>Distrust (Net)</i>	17%

d. Over-the-counter medications

	5/5-6, 2026
I would highly trust the recommendations	6%
I would somewhat trust the recommendations	33%
I would somewhat distrust the recommendations	14%
I would highly distrust the recommendations	9%
I would not even ask AI about this	34%
Don't know	4%
<i>Trust (Net)</i>	39%
<i>Distrust (Net)</i>	23%



PUBLIC POLL FINDINGS AND METHODOLOGY

6. How much would you trust or distrust AI agents or chatbots (i.e., Claude, Gemini, etc.) to recommend products or services in the following categories? (Continued)

e. Medical procedures

	5/5-6, 2026
I would highly trust the recommendations	6%
I would somewhat trust the recommendations	26%
I would somewhat distrust the recommendations	17%
I would highly distrust the recommendations	10%
I would not even ask AI about this	36%
Don't know	5%
<i>Trust (Net)</i>	32%
<i>Distrust (Net)</i>	27%

f. Appliances

	5/5-6, 2026
I would highly trust the recommendations	8%
I would somewhat trust the recommendations	39%
I would somewhat distrust the recommendations	15%
I would highly distrust the recommendations	7%
I would not even ask AI about this	27%
Don't know	4%
<i>Trust (Net)</i>	47%
<i>Distrust (Net)</i>	22%

g. Financial services [what provider to use]

	5/5-6, 2026
I would highly trust the recommendations	6%
I would somewhat trust the recommendations	27%
I would somewhat distrust the recommendations	18%
I would highly distrust the recommendations	11%
I would not even ask AI about this	32%
Don't know	4%
<i>Trust (Net)</i>	34%
<i>Distrust (Net)</i>	30%



PUBLIC POLL FINDINGS AND METHODOLOGY

6. How much would you trust or distrust AI agents or chatbots (i.e., Claude, Gemini, etc.) to recommend products or services in the following categories? *(Continued)*

h. Investment advice [where to place your money]

	5/5-6, 2026
I would highly trust the recommendations	5%
I would somewhat trust the recommendations	29%
I would somewhat distrust the recommendations	18%
I would highly distrust the recommendations	10%
I would not even ask AI about this	34%
Don't know	4%
<i>Trust (Net)</i>	34%
<i>Distrust (Net)</i>	28%

i. Cellphone providers

	5/5-6, 2026
I would highly trust the recommendations	9%
I would somewhat trust the recommendations	36%
I would somewhat distrust the recommendations	15%
I would highly distrust the recommendations	5%
I would not even ask AI about this	30%
Don't know	5%
<i>Trust (Net)</i>	45%
<i>Distrust (Net)</i>	20%

j. Entertainment and media

	5/5-6, 2026
I would highly trust the recommendations	12%
I would somewhat trust the recommendations	40%
I would somewhat distrust the recommendations	14%
I would highly distrust the recommendations	5%
I would not even ask AI about this	25%
Don't know	5%
<i>Trust (Net)</i>	52%
<i>Distrust (Net)</i>	19%



PUBLIC POLL FINDINGS AND METHODOLOGY

7. When thinking about AI data centers to what extent, if any, do you agree with the following statements?

Total Agree Summary

	5/5-6, 2026
I am worried about the energy usage of AI data centers	65%
I am worried about the environmental impact of building more AI data centers	61%
I would oppose having a data center built in my community	55%
AI data centers would significantly contribute to economic growth and job creation in my community	27%
The technological advancements achieved by AI data centers outweigh potential concerns	25%

- a. AI data centers would significantly contribute to economic growth and job creation in my community

	5/5-6, 2026
Strongly agree	9%
Somewhat agree	19%
Neither agree nor disagree	25%
Somewhat disagree	15%
Strongly disagree	22%
Don't know	10%
<i>Agree (Net)</i>	<i>27%</i>
<i>Disagree (Net)</i>	<i>38%</i>

- b. I would oppose having a data center built in my community

	5/5-6, 2026
Strongly agree	35%
Somewhat agree	20%
Neither agree nor disagree	19%
Somewhat disagree	10%
Strongly disagree	8%
Don't know	8%
<i>Agree (Net)</i>	<i>55%</i>
<i>Disagree (Net)</i>	<i>17%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

7. When thinking about AI data centers to what extent, if any, do you agree with the following statements? (*Continued*)

c. I am worried about the environmental impact of building more AI data centers

	5/5-6, 2026
Strongly agree	35%
Somewhat agree	26%
Neither agree nor disagree	19%
Somewhat disagree	9%
Strongly disagree	6%
Don't know	7%
<i>Agree (Net)</i>	61%
<i>Disagree (Net)</i>	14%

d. I am worried about the energy usage of AI data centers

	5/5-6, 2026
Strongly agree	39%
Somewhat agree	26%
Neither agree nor disagree	17%
Somewhat disagree	8%
Strongly disagree	4%
Don't know	6%
<i>Agree (Net)</i>	65%
<i>Disagree (Net)</i>	12%

e. The technological advancements achieved by AI data centers outweigh potential concerns

	5/5-6, 2026
Strongly agree	6%
Somewhat agree	18%
Neither agree nor disagree	26%
Somewhat disagree	20%
Strongly disagree	22%
Don't know	7%
<i>Agree (Net)</i>	25%
<i>Disagree (Net)</i>	43%



PUBLIC POLL FINDINGS AND METHODOLOGY

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

Total Agree Summary

	5/5-6, 2026
A gunman trying to gain entry into the White House Correspondent's Dinner where President Trump and other officials were speaking	76%
Spirit Airlines shutting down	70%
The U.S. Supreme Court weakening the Voting Rights Act with a series of recent decisions	48%
The United Arab Emirates announcing they will leave the OPEC oil cartel	35%
Two runners becoming the first men to finish an eligible marathon in under two hours	25%

a. Two runners becoming the first men to finish an eligible marathon in under two hours

	5/5-6, 2026
Very familiar	7%
Somewhat familiar	17%
Heard of it, but that's it	17%
Never heard of it	58%
Familiar (Net)	25%
Not Familiar (Net)	75%

b. The U.S. Supreme Court weakening the Voting Rights Act with a series of recent decisions

	5/5-6, 2026
Very familiar	23%
Somewhat familiar	25%
Heard of it, but that's it	22%
Never heard of it	30%
Familiar (Net)	48%
Not Familiar (Net)	52%

c. The United Arab Emirates announcing they will leave the OPEC oil cartel

	5/5-6, 2026
Very familiar	15%
Somewhat familiar	20%
Heard of it, but that's it	16%
Never heard of it	49%
Familiar (Net)	35%
Not Familiar (Net)	65%



PUBLIC POLL FINDINGS AND METHODOLOGY

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

d. Spirit Airlines shutting down

	5/5-6, 2026
Very familiar	45%
Somewhat familiar	25%
Heard of it, but that's it	16%
Never heard of it	13%
Familiar (Net)	70%
Not Familiar (Net)	30%

e. A gunman trying to gain entry into the White House Correspondent's Dinner where President Trump and other officials were speaking

	5/5-6, 2026
Very familiar	48%
Somewhat familiar	28%
Heard of it, but that's it	14%
Never heard of it	9%
Familiar (Net)	76%
Not Familiar (Net)	24%

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

a. Two runners becoming the first men to finish an eligible marathon in under two hours

	5/5-6, 2026
I care a lot	9%
I care a little	28%
I don't care at all	52%
Don't know	11%

b. The U.S. Supreme Court weakening the Voting Rights Act with a series of recent decisions

	5/5-6, 2026
I care a lot	51%
I care a little	28%
I don't care at all	11%
Don't know	11%



PUBLIC POLL FINDINGS AND METHODOLOGY

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

c. The United Arab Emirates announcing they will leave the OPEC oil cartel

	5/5-6, 2026
I care a lot	20%
I care a little	36%
I don't care at all	25%
Don't know	19%

d. Spirit Airlines shutting down

	5/5-6, 2026
I care a lot	15%
I care a little	39%
I don't care at all	36%
Don't know	9%

10. When thinking about your federal tax filing for 2025 (last year), was your refund:

	5/5-6, 2026
Larger than usual	18%
About the same	32%
Smaller than usual	13%
I didn't get a refund	26%
I don't file taxes	12%





PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are some of the findings of the one hundred and fortieth wave of an Ipsos poll conducted between May 5-6, 2026. For this survey, a sample of 1,078 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 one hundred and thirty-fourth wave conducted February 10-11, 2026 among 1,085 adults
- The one hundred and thirty-fifth wave conducted February 24-25, 2026 among 1,085 adults
- The one hundred and thirty-sixth wave conducted March 10-11, 2026 among 1,085 adults
- The one hundred and thirty-seventh wave conducted March 24-25, 2026 among 1,085 adults
- The one hundred and thirty-eighth wave conducted April 7-8, 2026 among 1,082 adults
- The one hundred and thirty-ninth wave conducted April 21-22, 2026 among 1,091 adults
- The one hundred and fortieth wave conducted May 5-6, 2026 among 1,078 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.





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Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.6 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,078, 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-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, one hundred and thirty-third, one hundred and thirty-fourth, one hundred and thirty-fifth, one hundred and thirty-sixth, one hundred and thirty-seventh, one hundred and thirty-eighth, one hundred and thirty-ninth, and one hundred and fortieth 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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About Ipsos

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