



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior

Washington, DC, September 15, 2026

1. Which of the following statements most applies to you?

	2/1-3, 2022	2/15-16, 2022	8/2-3, 2022	8/16-17, 2022	8/30-31, 2022	9/13-14, 2022	8/29-30, 2023	9/12-13, 2023	9/4-5, 2024	9/9-10, 2025	9/9-10, 2026
I do not expect to get COVID-19 at some point in the future.	37%	41%	41%	39%	43%	41%	44%	37%	49%	47%	55%
I expect that I will get COVID-19 at some point in the future, so I have gone about my life as normally as I could.	25%	26%	24%	27%	25%	26%	29%	33%	31%	29%	28%
I expect that I will get COVID-19 at some point in the future, despite trying to stay as safe as possible.	38%	33%	34%	34%	32%	33%	27%	31%	20%	24%	18%





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

	Working at my workplace only	Working from home only	Working both from home and at my workplace
9/9-10, 2026 (N=593)	55%	19%	26%
9/9-10, 2026 (N=554)	57%	22%	21%
7/28-29, 2026 (N=583)	56%	15%	29%
7/14-15, 2026 (N=576)	53%	20%	27%
6/16-17, 2026 (N=592)	61%	13%	26%
6/2-3, 2026 (N=608)	60%	16%	24%
5/19-20, 2026 (N=577)	54%	15%	31%
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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2. **[ASKED ONLY IF EMPLOYED]** Are you currently working from home, at your workplace, or both a majority of the time? *(Continued)*

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





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

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



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3. For each of the statements below, indicate your level of agreement.

Total Agree Summary

	9/14-15, 2021	2/1-3, 2022	3/15-16, 2022	4/12-13, 2022	8/16-17, 2022	8/30-31, 2022	2/14-15, 2023	8/29-30, 2023	4/30-5/1, 2024	5/21-22, 2025	9/23-24, 2025	3/24-25, 2026	4/21-22, 2026	9/9-10, 2026
Even if it's a small amount, I can put money away each month	65%	N/A	55%	58%	N/A	N/A	N/A	N/A	68%	59%	61%	N/A	63%	66%
I believe I will be better off than my parents*	46%	44%	46%	42%	36%	41%	40%	46%	50%	44%	50%	55%	46%	56%
I feel like I have enough saved in case something unplanned happens (i.e. home repairs, car repairs etc.)	49%	48%	50%	46%	39%	40%	40%	54%	51%	49%	47%	50%	50%	54%
[ASK IF AGE 18-39] I want to wait to start or grow my family until I am in better financial shape	N/A	N/A	N/A	N/A	N/A	53%	49%	50%	55%	59%	63%	52%	52%	48%
After paying my bills, I do not have money left to spend on the things I want	40%	42%	39%	43%	46%	48%	45%	37%	39%	41%	48%	34%	41%	37%
I worry about paying all of my bills each month	36%	42%	42%	41%	44%	46%	39%	39%	35%	40%	45%	39%	37%	35%





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3. For each of the statements below, indicate your level of agreement. *(Continued)*

a. After paying my bills, I do not have money left to spend on the things I want

	9/14-15, 2021	2/1-3, 2022	3/15-16, 2022	4/12-13, 2022	8/16-17, 2022	8/30-31, 2022	2/14-15, 2023	8/29-30, 2023	4/30-5/1, 2024	5/21-22, 2025	9/23-24, 2025	3/24-25, 2026	4/21-22, 2026	9/9-10, 2026
Strongly agree	16%	20%	15%	19%	19%	23%	20%	16%	16%	20%	23%	11%	18%	15%
Somewhat agree	23%	23%	25%	24%	27%	26%	25%	22%	23%	21%	25%	22%	23%	22%
Neither agree nor disagree	18%	20%	21%	22%	23%	19%	20%	18%	15%	21%	15%	17%	17%	17%
Somewhat disagree	25%	19%	24%	22%	19%	20%	20%	25%	23%	20%	18%	31%	22%	26%
Strongly disagree	18%	19%	16%	13%	13%	12%	14%	20%	23%	18%	18%	18%	20%	20%
Agree (Net)	40%	42%	39%	43%	46%	48%	45%	37%	39%	41%	48%	34%	41%	37%
Disagree (Net)	42%	37%	40%	35%	32%	33%	34%	45%	46%	38%	37%	49%	46%	46%

b. Even if it's a small amount, I can put money away each month

	5/4-5, 2020	6/23-24, 2020	8/18-19, 2020	9/14-15, 2021	3/15-16, 2022	4/12-13, 2022	4/30-5/1, 2024	5/21-22, 2025	9/23-24, 2025	4/21-22, 2026	9/9-10, 2026
Strongly agree	25%	27%	24%	27%	23%	20%	34%	32%	25%	26%	26%
Somewhat agree	37%	37%	38%	37%	32%	37%	34%	27%	35%	37%	40%
Neither agree nor disagree	19%	18%	16%	18%	25%	21%	15%	18%	15%	14%	13%
Somewhat disagree	11%	11%	12%	9%	14%	11%	9%	11%	13%	12%	12%
Strongly disagree	8%	8%	11%	9%	6%	10%	8%	12%	12%	11%	9%
Agree (Net)	62%	64%	62%	65%	55%	58%	68%	59%	61%	63%	66%
Disagree (Net)	19%	19%	23%	17%	20%	21%	17%	23%	25%	22%	21%

c. I believe I will be better off than my parents

	9/14-15, 2021	2/1-3, 2022	3/15-16, 2022	4/12-13, 2022	8/16-17, 2022	8/30-31, 2022	2/14-15, 2023	8/29-30, 2023	4/30-5/1, 2024	5/21-22, 2025	9/23-24, 2025	3/24-25, 2026	4/21-22, 2026	9/9-10, 2026
Strongly agree	18%	19%	19%	14%	11%	15%	15%	18%	23%	22%	22%	21%	21%	27%
Somewhat agree	28%	25%	28%	28%	25%	25%	24%	27%	27%	22%	28%	34%	25%	29%
Neither agree nor disagree	30%	33%	31%	34%	30%	29%	28%	28%	29%	31%	22%	23%	28%	23%
Somewhat disagree	14%	14%	14%	13%	16%	16%	18%	15%	13%	11%	14%	16%	14%	11%
Strongly disagree	9%	9%	9%	11%	18%	14%	15%	12%	8%	14%	14%	5%	12%	10%
Agree (Net)	46%	44%	46%	42%	36%	41%	40%	46%	50%	44%	50%	55%	46%	56%
Disagree (Net)	23%	23%	23%	24%	34%	30%	33%	27%	21%	25%	29%	22%	26%	21%



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3. For each of the statements below, indicate your level of agreement. (Continued)

d. I worry about paying all of my bills each month

	9/14-15, 2021	2/1-3, 2022	3/15-16, 2022	4/12-13, 2022	8/16-17, 2022	8/30-31, 2022	2/14-15, 2023	8/29-30, 2023	4/30-5/1, 2024	5/21-22, 2025	9/23-24, 2025	3/24-25, 2026	4/21-22, 2026	9/9-10, 2026
Strongly agree	15%	19%	16%	17%	19%	21%	17%	14%	15%	21%	22%	13%	18%	14%
Somewhat agree	21%	23%	26%	24%	25%	25%	23%	24%	20%	19%	23%	26%	19%	21%
Neither agree nor disagree	20%	18%	20%	21%	22%	19%	19%	18%	15%	19%	14%	16%	18%	16%
Somewhat disagree	21%	17%	17%	20%	17%	16%	21%	16%	22%	19%	18%	24%	20%	22%
Strongly disagree	23%	22%	22%	19%	17%	19%	21%	27%	28%	21%	23%	21%	25%	26%
Agree (Net)	36%	42%	42%	41%	44%	46%	39%	39%	35%	40%	45%	39%	37%	35%
Disagree (Net)	44%	39%	39%	38%	34%	35%	42%	44%	49%	41%	40%	45%	45%	49%

e. **[ASKED ONLY IF AGE 18-39]** I want to wait to start or grow my family until I am in better financial shape

	8/18-19, 2020 (N=380)	8/30-31, 2022 (N=402)	2/14-15, 2023 (N=398)	8/29-30, 2023 (N=384)	4/30-5/1, 2024 (N=402)	5/21-22, 2025 (N=399)	9/23-24, 2025 (N=413)	3/24-25, 2026 (N=371)	4/21-22, 2026 (N=404)	9/9-10, 2026 (N=330)
Strongly agree	32%	26%	24%	27%	26%	31%	34%	26%	32%	30%
Somewhat agree	23%	27%	25%	23%	29%	28%	30%	26%	20%	18%
Neither agree nor disagree	25%	30%	29%	30%	26%	26%	20%	30%	29%	28%
Somewhat disagree	10%	7%	9%	10%	6%	3%	8%	8%	8%	12%
Strongly disagree	10%	10%	13%	10%	13%	12%	8%	10%	11%	13%
Agree (Net)	55%	53%	49%	50%	55%	59%	63%	52%	52%	48%
Disagree (Net)	20%	17%	22%	20%	19%	15%	17%	18%	19%	24%

f. I feel like I have enough saved in case something unplanned happens (i.e. home repairs, car repairs etc.)

	9/14-15, 2021	2/1-3, 2022	3/15-16, 2022	4/12-13, 2022	8/16-17, 2022	8/30-31, 2022	2/14-15, 2023	8/29-30, 2023	4/30-5/1, 2024	5/21-22, 2025	9/23-24, 2025	3/24-25, 2026	4/21-22, 2026	9/9-10, 2026
Strongly agree	18%	21%	19%	17%	13%	14%	15%	22%	23%	24%	22%	19%	22%	25%
Somewhat agree	30%	27%	31%	29%	26%	26%	25%	32%	27%	26%	26%	31%	28%	29%
Neither agree nor disagree	19%	19%	19%	23%	22%	22%	21%	17%	16%	20%	14%	14%	17%	13%
Somewhat disagree	15%	15%	12%	15%	18%	15%	19%	14%	14%	11%	16%	19%	13%	13%
Strongly disagree	17%	19%	19%	16%	21%	23%	20%	15%	20%	19%	22%	17%	21%	19%
Agree (Net)	49%	48%	50%	46%	39%	40%	40%	54%	51%	49%	47%	50%	50%	54%
Disagree (Net)	32%	33%	31%	31%	39%	38%	39%	30%	34%	31%	38%	36%	34%	33%

4. 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)
9/9-10, 2026	34%	49%	12%	3%	3%	82%	15%
4/7-8, 2026	34%	45%	15%	6%	1%	79%	21%
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%

5. How concerned, if at all, are you about the growth of AI data center construction in the U.S.?

	9/9-10, 2026
Very concerned	37%
Somewhat concerned	32%
Not too concerned	18%
Not at all concerned	9%
Don't know	3%
Concerned (Net)	69%
Not concerned (Net)	28%

6. **[ASK IF Q5 = VERY OR SOMEWHAT CONCERNED]** Here are some factors that make some people concerned about AI data center construction in the U.S. What factors most concern you? *Select up to three.*

	9/9-10, 2026 (N=763)
Strain on local water supplies	50%
Strain on the electrical grid	41%
Possibility of higher residential utility bills	35%
Lack of transparency in how data center construction sites get chosen and approved	27%
Local air pollution	18%
The degree to which the U.S. economy is being supported by data center construction	17%
Noise pollution	16%
Uncertainty over long-term job creation	14%
Accelerated electronic waste	12%
Loss of rural character	11%
Residential home devaluation	11%
Carbon emissions	10%
Something else	3%
Don't know	5%

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

Familiar Summary

	9/9-10, 2026
The death of Dolly Parton	89%
A glacier collapsing in Nepal, triggering a massive flood	58%
America's two largest reservoirs dropping to historic levels after prolonged drought and high-water usage	43%
The Internet stardom of Jimothy, a wild raccoon in Seattle with a rare spinal condition	28%
Germany's far-right political party, AfD, winning its first state-level election	28%
The NBA issuing its harshest punishment ever to the Los Angeles Clippers for salary cap violations	27%

a. The death of Dolly Parton

	9/9-10, 2026
Very familiar	64%
Somewhat familiar	24%
Heard of it, but that's it	8%
Never heard of it	4%
<i>Familiar (Net)</i>	<i>89%</i>
<i>Not familiar (Net)</i>	<i>11%</i>

b. The Internet stardom of Jimothy, a wild raccoon in Seattle with a rare spinal condition

	9/9-10, 2026
Very familiar	13%
Somewhat familiar	15%
Heard of it, but that's it	16%
Never heard of it	56%
<i>Familiar (Net)</i>	<i>28%</i>
<i>Not familiar (Net)</i>	<i>72%</i>

c. America's two largest reservoirs dropping to historic levels after prolonged drought and high-water usage

	9/9-10, 2026
Very familiar	12%
Somewhat familiar	30%
Heard of it, but that's it	21%
Never heard of it	37%
<i>Familiar (Net)</i>	<i>43%</i>
<i>Not familiar (Net)</i>	<i>57%</i>



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

- d. The NBA issuing its harshest punishment ever to the Los Angeles Clippers for salary cap violations

	9/9-10, 2026
Very familiar	12%
Somewhat familiar	14%
Heard of it, but that's it	17%
Never heard of it	57%
<i>Familiar (Net)</i>	27%
<i>Not familiar (Net)</i>	73%

- e. A glacier collapsing in Nepal, triggering a massive flood

	9/9-10, 2026
Very familiar	27%
Somewhat familiar	31%
Heard of it, but that's it	16%
Never heard of it	26%
<i>Familiar (Net)</i>	58%
<i>Not familiar (Net)</i>	42%

- f. Germany's far-right political party, AfD, winning its first state-level election

	9/9-10, 2026
Very familiar	9%
Somewhat familiar	19%
Heard of it, but that's it	19%
Never heard of it	53%
<i>Familiar (Net)</i>	28%
<i>Not familiar (Net)</i>	72%

8. 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. The Internet stardom of Jimothy, a wild raccoon in Seattle with a rare spinal condition

	9/9-10, 2026
I care a lot	11%
I care a little	27%
I don't care at all	52%
Don't know	10%



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8. 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*)

- b. America's two largest reservoirs dropping to historic levels after prolonged drought and high-water usage

	9/9-10, 2026
I care a lot	54%
I care a little	32%
I don't care at all	9%
Don't know	5%

- c. The NBA issuing its harshest punishment ever to the Los Angeles Clippers for salary cap violations

	9/9-10, 2026
I care a lot	9%
I care a little	21%
I don't care at all	63%
Don't know	7%

- d. A glacier collapsing in Nepal, triggering a massive flood

	9/9-10, 2026
I care a lot	45%
I care a little	40%
I don't care at all	10%
Don't know	4%

- e. Germany's far-right political party, AfD, winning its first state-level election

	9/9-10, 2026
I care a lot	19%
I care a little	35%
I don't care at all	34%
Don't know	12%





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9. 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
9/9-10, 2026	14%	4%	19%	35%	9%	11%	7%
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%

10. Are you a fan of Star Wars?

	9/9-10, 2026
Yes, a big fan	24%
Yes, a casual fan	40%
No	36%

11. **(ASKED IF Q10 = YES, A BIG FAN OR YES, A CASUAL FAN)** Which Star Wars movies or extensions do you like best? *Select three.*

	9/9-10, 2026 (N=659)
Episode V - The Empire Strikes Back (1980)	49%
Episode VI - Return of the Jedi (1983)	48%
Episode IV - A New Hope (1977)	36%
Episode III - Revenge of the Sith (2005)	19%
Episode VIII - The Last Jedi (2017)	15%
Episode IX - The Rise of Skywalker (2019)	14%
Episode I - The Phantom Menace (1999)	13%
Episode II - Attack of the Clones (2002)	12%
Rogue One: A Star Wars Story (2016)	11%
Episode VII - The Force Awakens (2015)	10%
Solo: A Star Wars Story (2018)	9%
Star Wars: The Clone Wars (2008)	8%

12. Thinking about grocery shopping, how many different stores do you regularly shop in a typical month?

Question held for future release

13. Compared to one year ago, is the number of grocery stores you shop at higher, lower, or about the same?

Question held for future release

14. Do you consider yourself loyal to brands in any of the following categories?

Question held for future release

15. How well does each of the following describe how you think about brand loyalty today?

Question held for future release



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About the Study

These are some of the findings of the one hundred and forty-sixth wave of an Ipsos poll conducted between September 9-10, 2026. For this survey, a sample of 1,082 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

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





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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 one hundred and forty-first wave conducted May 19-20, 2026 among 1,081 adults
- The one hundred and forty-second wave conducted June 2-3, 2026 among 1,084 adults
- The one hundred and forty-third wave conducted June 16-17, 2026 among 1,082 adults
- The one hundred and forty-fourth wave conducted July 14-15, 2026 among 1,085 adults
- The one hundred and forty-fifth wave conducted July 28-29, 2026 among 1,085 adults
- The one hundred and forty-sixth wave conducted August 25-26, 2026 among 1,082 adults
- The one hundred and forty-seventh wave conducted September 9-10, 2026 among 1,082 adults





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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=1,082, 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, and one hundred and forty-first, one hundred and forty-second, one hundred and forty-third, one hundred and forty-fourth, one hundred and forty-fifth, and one hundred and forty-sixth waves of this study have a credibility interval of 3.6 percentage points.



PUBLIC POLL FINDINGS AND METHODOLOGY

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About Ipsos

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