



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, July 11, 2023

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

Familiar Summary Table

	6/21-22, 2023	7/7-10, 2023
Smoke from Canadian wildfires affecting the air quality in some U.S. cities	76%	79%
The Supreme Court's ruling striking down student loan forgiveness	N/A	67%
The Supreme Court's ruling limiting Affirmative Action in college admissions	N/A	58%
Cocaine being found in the White House guest area	N/A	57%
The Supreme Court's ruling limiting LGBTQ protections	N/A	50%
The attempted uprising in Russia by the head of the Wagner mercenary group	N/A	50%
Meta launching a new service called Threads	N/A	44%
President Joe Biden giving a series of speeches about positive trends in the economy, dubbed 'Bidenomics'	N/A	41%
The Supreme Court's ruling that state courts have a role in federal redistricting and elections	N/A	35%
An audience member throwing something at Adele as she performed	N/A	33%
A federal judge in Louisiana limiting the communications between the federal government and social media companies	N/A	31%
Shortages of a key cancer drug leading to rationing and delayed treatments	N/A	28%

a. Smoke from Canadian wildfires affecting the air quality in some U.S. cities

	6/21-22, 2023	7/7-10, 2023
Very familiar	43%	50%
Somewhat familiar	32%	29%
Heard of it, but that's it	14%	13%
Never heard of it	10%	8%
Familiar (Net)	76%	79%
Not Familiar (Net)	24%	21%

b. The Supreme Court's ruling limiting Affirmative Action in college admissions

	7/7-10, 2023
Very familiar	30%
Somewhat familiar	28%
Heard of it, but that's it	18%
Never heard of it	24%
Familiar (Net)	58%
Not Familiar (Net)	42%



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

c. The Supreme Court's ruling striking down student loan forgiveness

	7/7-10, 2023
Very familiar	36%
Somewhat familiar	31%
Heard of it, but that's it	19%
Never heard of it	14%
Familiar (Net)	67%
Not Familiar (Net)	33%

d. The Supreme Court's ruling limiting LGBTQ protections

	7/7-10, 2023
Very familiar	22%
Somewhat familiar	28%
Heard of it, but that's it	21%
Never heard of it	30%
Familiar (Net)	50%
Not Familiar (Net)	50%

e. The Supreme Court's ruling that state courts have a role in federal redistricting and elections

	7/7-10, 2023
Very familiar	14%
Somewhat familiar	21%
Heard of it, but that's it	26%
Never heard of it	39%
Familiar (Net)	35%
Not Familiar (Net)	65%

f. Cocaine being found in the White House guest area

	7/7-10, 2023
Very familiar	31%
Somewhat familiar	26%
Heard of it, but that's it	20%
Never heard of it	23%
Familiar (Net)	57%
Not Familiar (Net)	43%





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

g. The attempted uprising in Russia by the head of the Wagner mercenary group

	7/7-10, 2023
Very familiar	25%
Somewhat familiar	25%
Heard of it, but that's it	21%
Never heard of it	29%
Familiar (Net)	50%
Not Familiar (Net)	50%

h. An audience member throwing something at Adele as she performed

	7/7-10, 2023
Very familiar	16%
Somewhat familiar	17%
Heard of it, but that's it	20%
Never heard of it	46%
Familiar (Net)	33%
Not Familiar (Net)	67%

i. Gymnast Simone Biles returning to competition

	7/7-10, 2023
Very familiar	13%
Somewhat familiar	20%
Heard of it, but that's it	23%
Never heard of it	45%
Familiar (Net)	33%
Not Familiar (Net)	67%

j. Shortages of a key cancer drug leading to rationing and delayed treatments

	7/7-10, 2023
Very familiar	12%
Somewhat familiar	16%
Heard of it, but that's it	20%
Never heard of it	52%
Familiar (Net)	28%
Not Familiar (Net)	72%





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

k. Meta launching a new service called Threads

	7/7-10, 2023
Very familiar	24%
Somewhat familiar	20%
Heard of it, but that's it	25%
Never heard of it	30%
<i>Familiar (Net)</i>	44%
<i>Not Familiar (Net)</i>	56%

l. President Joe Biden giving a series of speeches about positive trends in the economy, dubbed 'Bidenomics'

	7/7-10, 2023
Very familiar	15%
Somewhat familiar	26%
Heard of it, but that's it	22%
Never heard of it	37%
<i>Familiar (Net)</i>	41%
<i>Not Familiar (Net)</i>	59%

m. A federal judge in Louisiana limiting the communications between the federal government and social media companies

	7/7-10, 2023
Very familiar	14%
Somewhat familiar	17%
Heard of it, but that's it	19%
Never heard of it	49%
<i>Familiar (Net)</i>	31%
<i>Not Familiar (Net)</i>	69%





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2. As you may know, the following topics were in the news in the past week. Regardless of how familiar you may be with them, how much, if at all, do you care about them?
- a. Smoke from Canadian wildfires affecting the air quality in some U.S. cities

	6/21-22, 2023	7/7-10, 2023
I care a lot	46%	58%
I care a little	37%	29%
I don't care at all	12%	8%
Don't know	5%	5%

- b. The Supreme Court's ruling limiting Affirmative Action in college admissions

	7/7-10, 2023
I care a lot	40%
I care a little	29%
I don't care at all	20%
Don't know	12%

- c. The Supreme Court's ruling striking down student loan forgiveness

	7/7-10, 2023
I care a lot	47%
I care a little	28%
I don't care at all	16%
Don't know	9%

- d. The Supreme Court's ruling limiting LGBTQ protections

	7/7-10, 2023
I care a lot	39%
I care a little	26%
I don't care at all	25%
Don't know	10%

- e. The Supreme Court's ruling that state courts have a role in federal redistricting and elections

	7/7-10, 2023
I care a lot	34%
I care a little	32%
I don't care at all	18%
Don't know	15%

- f. Cocaine being found in the White House guest area

	7/7-10, 2023
I care a lot	20%
I care a little	29%
I don't care at all	42%
Don't know	9%



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

g. The attempted uprising in Russia by the head of the Wagner mercenary group

	7/7-10, 2023
I care a lot	22%
I care a little	35%
I don't care at all	26%
Don't know	16%

h. An audience member throwing something at Adele as she performed

	7/7-10, 2023
I care a lot	11%
I care a little	28%
I don't care at all	49%
Don't know	12%

i. Gymnast Simone Biles returning to competition

	7/7-10, 2023
I care a lot	13%
I care a little	26%
I don't care at all	47%
Don't know	14%

j. Shortages of a key cancer drug leading to rationing and delayed treatments

	7/7-10, 2023
I care a lot	47%
I care a little	31%
I don't care at all	12%
Don't know	10%

k. Meta launching a new service called Threads

	7/7-10, 2023
I care a lot	10%
I care a little	21%
I don't care at all	58%
Don't know	11%

l. President Joe Biden giving a series of speeches about positive trends in the economy, dubbed 'Bidenomics'

	7/7-10, 2023
I care a lot	21%
I care a little	27%
I don't care at all	39%
Don't know	13%



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2. As you may know, the following topics were in the news in the past week. Regardless of how familiar you may be with them, how much, if at all, do you care about them?
- m. A federal judge in Louisiana limiting the communications between the federal government and social media companies

	7/7-10, 2023
I care a lot	26%
I care a little	33%
I don't care at all	25%
Don't know	15%





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About the Study

These are some of the findings of an Ipsos poll conducted between July 7-10, 2023. For this survey, a sample of 1,119 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from [Ipsos' online panel](#), partner online panel sources, and "river" sampling and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2019 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.6 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,119, DEFF=1.5, adjusted Confidence Interval=+/-5.1 percentage points).

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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com