



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, October 13, 2023

1. 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
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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1. What level of threat do you think the coronavirus poses to you personally? (Continued)

	High threat (Net)	Very high threat	High threat	Moderate threat	Low threat (Net)	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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1. 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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1. 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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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
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. Thinking about the prices you have paid for gasoline in recent weeks, do they generally seem higher, lower, or about the same as in the start of this year?

	10/11-12, 2022	10/25-26, 2022	10/10-11, 2023
Much higher	34%	31%	25%
Somewhat higher	29%	31%	34%
About the same	18%	15%	19%
Somewhat lower	9%	12%	11%
Much lower	2%	2%	2%
Not applicable	4%	5%	6%
Don't know	5%	4%	3%
<i>Higher (Net)</i>	63%	62%	59%
<i>Lower (Net)</i>	11%	14%	12%

4. In the last 6 months, have you done the following, or not?

Yes Summary Table

	8/29-30, 2023	10/10-11, 2023
Go to a movie theater	53%	51%
Go to a sporting event	30%	38%
Go to a live music concert	30%	35%

No Summary Table

	8/29-30, 2023	10/10-11, 2023
Go to a live music concert	70%	65%
Go to a sporting event	70%	62%
Go to a movie theater	47%	49%

5. **[ASKED ONLY IF YES IN Q4]** Thinking about when you have done each of the following in the past few months, do you feel that the prices you're paying now for each activity are higher, lower, or about the same as this time last year?

Higher Summary Table

	8/29-30, 2023 (Sample Size Varies)	10/10-11, 2023 (Sample Size Varies)
Go to a sporting event	50%	55%
Go to a live music concert	50%	52%
Go to a movie theater	48%	48%





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5. **[ASKED ONLY IF YES IN Q4]** Thinking about when you have done each of the following in the past few months, do you feel that the prices you're paying now for each activity are higher, lower, or about the same as this time last year? *(Continued)*

a. Go to a sporting event

	8/29-30, 2023 (N=284)	10/10-11, 2023 (N=361)
Higher	50%	55%
Stayed the same	36%	35%
Lower	9%	4%
Don't know/Not applicable	5%	6%

b. Go to a live music concert

	8/29-30, 2023 (N=297)	10/10-11, 2023 (N=349)
Higher	50%	52%
Stayed the same	36%	40%
Lower	5%	5%
Don't know/Not applicable	8%	4%

c. Go to a movie theater

	8/29-30, 2023 (N=553)	10/10-11, 2023 (N=508)
Higher	48%	48%
Stayed the same	44%	40%
Lower	5%	5%
Don't know/Not applicable	2%	8%





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6. **[ASKED IF “HIGHER” SELECTED FOR ANY ITEM IN Q5]** You previously indicated that you feel you are paying higher prices for some activities compared to last year. How, if at all, have you changed your behavior because of increasing prices for events like sporting events, concerts, or movies?

	10/10-11, 2023 (N=392)
I am going to fewer events	51%
I am buying my tickets earlier	17%
I am buying my tickets later	9%
I am watching events on TV or streaming instead of attending in person	34%
I am not buying as much, or any, merchandise at the event	35%
I am not buying as much, or any, food/drinks at the event	38%
I have not changed my behavior as it relates to these events	19%

7. Have you had any personal debt (i.e., credit card, car loan, personal debt, etc.) in the last six months, or not?

	10/10-11, 2023
Yes	50%
No	50%

8. **[ASKED IF Q7 = YES]** When thinking of your personal debt (other than your mortgage, if applicable) over the last six months, please indicate if the following statements describe you, or not.

	10/10-11, 2023 (N=612)
I have paid down my personal debt	68%
I am carrying more of a balance on my credit cards than I used to	53%
I used to pay off my credit cards each month but now I carry a balance	48%
I have transferred a balance on my credit cards for a lower interest rate	23%
I am taking out small loans (like pay-day loans) to pay my bills	16%



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8. **[ASKED IF Q7 = YES]** When thinking of your personal debt (other than your mortgage, if applicable) over the last six months, please indicate if the following statements describe you, or not. *(Continued)*

a. I used to pay off my credit cards each month but now I carry a balance

	10/10-11, 2023
Yes	48%
No	52%

b. I am carrying more of a balance on my credit cards than I used to

	10/10-11, 2023
Yes	53%
No	47%

c. I am taking out small loans (like pay-day loans) to pay my bills

	10/10-11, 2023
Yes	16%
No	84%

d. I have paid down my personal debt

	10/10-11, 2023
Yes	68%
No	32%

e. I have transferred a balance on my credit cards for a lower interest rate

	10/10-11, 2023
Yes	23%
No	77%

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

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



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

Familiar Summary Table

	10/10-11, 2023
Israel declaring war on Hamas after a surprise land, sea, and air attack launched from Gaza	67%
Kevin McCarthy being ousted as Speaker of the House	57%
A New York judge finding Former President Trump liable for fraud in over-valuing his properties	52%
A suspect being arrested in the 1996 murder of Tupac Shakur	50%
President Biden's dog, Commander, biting many members of the White House staff	46%
The Biden administration waiving 26 federal laws to allow border wall construction in South Texas	40%
75,000 workers of Kaiser Permanente going on strike, the largest healthcare strike in history	39%
Taylor Swift not attending the most recent Kansas City Chiefs game after appearing as Travis Kelce's guest two weeks in a row	37%
The Sphere opening in Las Vegas	36%
An AI-generated video of Tom Hanks being used to promote a dental plan without his permission	24%

a. Kevin McCarthy being ousted as Speaker of the House

	10/10-11, 2023
Very familiar	35%
Somewhat familiar	22%
Heard of it, but that's it	20%
Never heard of it	22%
<i>Familiar (Net)</i>	<i>57%</i>
<i>Not Familiar (Net)</i>	<i>43%</i>

b. President Biden's dog, Commander, biting many members of the White House staff

	10/10-11, 2023
Very familiar	22%
Somewhat familiar	23%
Heard of it, but that's it	21%
Never heard of it	34%
<i>Familiar (Net)</i>	<i>46%</i>
<i>Not Familiar (Net)</i>	<i>54%</i>





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

- c. The Biden administration waiving 26 federal laws to allow border wall construction in South Texas

	10/10-11, 2023
Very familiar	13%
Somewhat familiar	27%
Heard of it, but that's it	27%
Never heard of it	33%
<i>Familiar (Net)</i>	<i>40%</i>
<i>Not Familiar (Net)</i>	<i>60%</i>

- d. Israel declaring war on Hamas after a surprise land, sea, and air attack launched from Gaza

	10/10-11, 2023
Very familiar	44%
Somewhat familiar	23%
Heard of it, but that's it	21%
Never heard of it	11%
<i>Familiar (Net)</i>	<i>67%</i>
<i>Not Familiar (Net)</i>	<i>33%</i>

- e. A suspect being arrested in the 1996 murder of Tupac Shakur

	10/10-11, 2023
Very familiar	24%
Somewhat familiar	26%
Heard of it, but that's it	29%
Never heard of it	21%
<i>Familiar (Net)</i>	<i>50%</i>
<i>Not Familiar (Net)</i>	<i>50%</i>

- f. The Sphere opening in Las Vegas

	10/10-11, 2023
Very familiar	16%
Somewhat familiar	19%
Heard of it, but that's it	17%
Never heard of it	47%
<i>Familiar (Net)</i>	<i>36%</i>
<i>Not Familiar (Net)</i>	<i>64%</i>

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

- g. A New York judge finding Former President Trump liable for fraud in over-valuing his properties

	10/10-11, 2023
Very familiar	25%
Somewhat familiar	27%
Heard of it, but that's it	29%
Never heard of it	19%
<i>Familiar (Net)</i>	<i>52%</i>
<i>Not Familiar (Net)</i>	<i>48%</i>

- h. Taylor Swift not attending the most recent Kansas City Chiefs game after appearing as Travis Kelce's guest two weeks in a row

	10/10-11, 2023
Very familiar	18%
Somewhat familiar	19%
Heard of it, but that's it	24%
Never heard of it	39%
<i>Familiar (Net)</i>	<i>37%</i>
<i>Not Familiar (Net)</i>	<i>63%</i>

- i. An AI-generated video of Tom Hanks being used to promote a dental plan without his permission

	10/10-11, 2023
Very familiar	10%
Somewhat familiar	14%
Heard of it, but that's it	14%
Never heard of it	62%
<i>Familiar (Net)</i>	<i>24%</i>
<i>Not Familiar (Net)</i>	<i>76%</i>

- j. 75,000 workers of Kaiser Permanente going on strike, the largest healthcare strike in history

	10/10-11, 2023
Very familiar	14%
Somewhat familiar	25%
Heard of it, but that's it	22%
Never heard of it	39%
<i>Familiar (Net)</i>	<i>39%</i>
<i>Not Familiar (Net)</i>	<i>61%</i>



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11. 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. Kevin McCarthy being ousted as Speaker of the House

	10/10-11, 2023
I care a lot	25%
I care a little	34%
I don't care at all	32%
Don't know	9%

b. President Biden's dog, Commander, biting many members of the White House staff

	10/10-11, 2023
I care a lot	8%
I care a little	27%
I don't care at all	58%
Don't know	7%

c. The Biden administration waiving 26 federal laws to allow border wall construction in South Texas

	10/10-11, 2023
I care a lot	32%
I care a little	40%
I don't care at all	19%
Don't know	9%

d. Israel declaring war on Hamas after a surprise land, sea, and air attack launched from Gaza

	10/10-11, 2023
I care a lot	55%
I care a little	26%
I don't care at all	13%
Don't know	6%

e. A suspect being arrested in the 1996 murder of Tupac Shakur

	10/10-11, 2023
I care a lot	18%
I care a little	34%
I don't care at all	41%
Don't know	7%



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11. 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? *(Continued)*

f. The Sphere opening in Las Vegas

	10/10-11, 2023
I care a lot	9%
I care a little	21%
I don't care at all	61%
Don't know	9%

g. A New York judge finding Former President Trump liable for fraud in over-valuing his properties

	10/10-11, 2023
I care a lot	35%
I care a little	33%
I don't care at all	24%
Don't know	7%

h. Taylor Swift not attending the most recent Kansas City Chiefs game after appearing as Travis Kelce's guest two weeks in a row

	10/10-11, 2023
I care a lot	7%
I care a little	12%
I don't care at all	76%
Don't know	5%

i. An AI-generated video of Tom Hanks being used to promote a dental plan without his permission

	10/10-11, 2023
I care a lot	11%
I care a little	28%
I don't care at all	50%
Don't know	10%

j. 75,000 workers of Kaiser Permanente going on strike, the largest healthcare strike in history

	10/10-11, 2023
I care a lot	20%
I care a little	46%
I don't care at all	24%
Don't know	10%



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12. 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
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%

13. [ASKED IF Q12 ≠ I DO NOT DO ANY HOLIDAY SHOPPING] Do you agree or disagree with the following statements?

Total Agree Summary

	9/1-2, 2020 (N=618)	8/18-19, 2021 (N=722)	9/28-29, 2021 (N=1,004)	10/10-11, 2023 (N=971)
I will certainly make a spur of the moment purchase during holiday season shopping	67%	67%	N/A	69%
It's important for me to support locally-owned stores this holiday season	N/A	N/A	N/A	65%
I plan to shop mostly online this holiday season	-	68%	68%	60%
I know exactly the stores I plan to shop at during the holiday shopping season	54%	53%	N/A	58%
I have a specific shopping list I will follow during the holiday shopping season	56%	52%	N/A	55%
I will only buy items on sale during the holiday shopping season	53%	56%	N/A	53%
Most of my holiday shopping season purchases are things I would get anyway	56%	56%	N/A	49%
I plan to shop mostly in stores this holiday season	N/A	N/A	N/A	44%
I plan to spend more during the holiday shopping season this year than I did last year	27%	34%	29%	36%

**Previous waves included additional logic.*



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13. [ASKED IF Q12 ≠ I DO NOT DO ANY HOLIDAY SHOPPING] Do you agree or disagree with the following statements? (Continued)

a. I know exactly the stores I plan to shop at during the holiday shopping season

	9/1-2, 2020	8/18-19, 2021	10/10-11, 2023
Strongly agree	18%	19%	16%
Somewhat agree	36%	34%	43%
Somewhat disagree	25%	26%	23%
Strongly disagree	12%	12%	9%
Don't know	9%	9%	10%
<i>Agree (Net)</i>	<i>54%</i>	<i>53%</i>	<i>58%</i>
<i>Disagree (Net)</i>	<i>37%</i>	<i>38%</i>	<i>32%</i>

b. I have a specific shopping list I will follow during the holiday shopping season

	9/1-2, 2020	8/18-19, 2021	10/10-11, 2023
Strongly agree	17%	17%	13%
Somewhat agree	38%	35%	42%
Somewhat disagree	27%	27%	26%
Strongly disagree	15%	15%	12%
Don't know	3%	6%	7%
<i>Agree (Net)</i>	<i>56%</i>	<i>52%</i>	<i>55%</i>
<i>Disagree (Net)</i>	<i>41%</i>	<i>42%</i>	<i>38%</i>

c. I will only buy items on sale during the holiday shopping season

	9/1-2, 2020	8/18-19, 2021	10/10-11, 2023
Strongly agree	17%	19%	16%
Somewhat agree	36%	37%	38%
Somewhat disagree	30%	27%	30%
Strongly disagree	11%	10%	8%
Don't know	7%	7%	8%
<i>Agree (Net)</i>	<i>53%</i>	<i>56%</i>	<i>53%</i>
<i>Disagree (Net)</i>	<i>40%</i>	<i>37%</i>	<i>39%</i>

d. Most of my holiday shopping season purchases are things I would get anyway

	9/1-2, 2020	8/18-19, 2021	10/10-11, 2023
Strongly agree	13%	13%	11%
Somewhat agree	43%	42%	38%
Somewhat disagree	28%	29%	34%
Strongly disagree	8%	9%	8%
Don't know	8%	6%	9%
<i>Agree (Net)</i>	<i>56%</i>	<i>56%</i>	<i>49%</i>
<i>Disagree (Net)</i>	<i>36%</i>	<i>38%</i>	<i>42%</i>





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13. [ASKED IF Q12 ≠ I DO NOT DO ANY HOLIDAY SHOPPING] Do you agree or disagree with the following statements? (Continued)

e. I will certainly make a spur of the moment purchase during holiday season shopping

	9/1-2, 2020	8/18-19, 2021	10/10-11, 2023
Strongly agree	21%	25%	23%
Somewhat agree	46%	41%	46%
Somewhat disagree	21%	19%	15%
Strongly disagree	7%	7%	8%
Don't know	5%	7%	8%
<i>Agree (Net)</i>	67%	67%	69%
<i>Disagree (Net)</i>	28%	26%	23%

f. I plan to spend more during the holiday shopping season this year than I did last year

	9/1-2, 2020	8/18-19, 2021	9/28-29, 2021	10/10-11, 2023
Strongly agree	10%	12%	9%	11%
Somewhat agree	17%	22%	21%	25%
Somewhat disagree	40%	37%	36%	34%
Strongly disagree	26%	19%	21%	19%
Don't know	7%	10%	14%	10%
<i>Agree (Net)</i>	27%	34%	29%	36%
<i>Disagree (Net)</i>	66%	57%	57%	54%

g. I plan to shop mostly online this holiday season

	8/18-19, 2021	9/28-29, 2021	10/10-11, 2023
Strongly agree	33%	30%	20%
Somewhat agree	35%	38%	40%
Somewhat disagree	16%	13%	20%
Strongly disagree	8%	8%	13%
Don't know	7%	11%	8%
<i>Agree (Net)</i>	68%	68%	60%
<i>Disagree (Net)</i>	25%	21%	33%

h. It's important for me to support locally-owned stores this holiday season

	10/10-11, 2023
Strongly agree	18%
Somewhat agree	48%
Somewhat disagree	20%
Strongly disagree	6%
Don't know	9%
<i>Agree (Net)</i>	65%
<i>Disagree (Net)</i>	26%



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13. **[ASKED IF Q12 ≠ I DO NOT DO ANY HOLIDAY SHOPPING]** Do you agree or disagree with the following statements? *(Continued)*

i. I plan to shop mostly in stores this holiday season

	10/10-11, 2023
Strongly agree	16%
Somewhat agree	28%
Somewhat disagree	36%
Strongly disagree	13%
Don't know	7%
<i>Agree (Net)</i>	<i>44%</i>
<i>Disagree (Net)</i>	<i>49%</i>





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About the Study

These are some of the findings of the eighty-fifth wave of an Ipsos poll conducted between October 10-11, 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 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
- The forty-second wave was conducted November 22-23, 2021, among 1,162 adults





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- 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
- The eighty-fifth wave was conducted October 10-11, 2023 among 1,119 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 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).

- 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, and forty-fifth waves of this study have a credibility interval of plus or minus 3.3 percentage points for all respondents.
- The second, third, tenth, and nineteenth waves of this study have a credibility interval of plus or minus 3.4 percentage points for all respondents.
- The forty-seventh, forty-eighth, forty-ninth, fiftieth, and fifty-first waves of this study have a credibility interval of plus or minus 3.5 percentage points.
- The fifty-second, fifty-third, fifty-fourth, fifty-fifth, fifty-sixth, fifty-seventh, fifty-eighth, fifty-ninth, sixtieth, sixty-first, sixty-second, sixty-third, sixty-fourth, sixty-fifth, sixty-sixth, sixty-seventh, sixty-eighth, sixty-ninth, seventieth, seventy-first, seventy-second, seventy-third, seventy-fourth, seventy-fifth, seventy-sixth, seventy-seventh, seventy-eighth, seventy-ninth, eightieth, eighty-first, eighty-second, eighty-third, eighty-fourth, and eighty-fifth waves of this study have a credibility interval of 3.6 percentage points.

For more information on this news release, please contact:

Mallory Newall
Vice President, US
Public Affairs
+1 202 420-2014
mallory.newall@ipsos.com



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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.

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

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