



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior

Washington, DC, February 9, 2024

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
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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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)

	High threat (Net)	Very high threat	High threat	Moderate threat	Low threat (Net)	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
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%
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. Please rank the following economic indicators in terms of their importance to you, personally, when thinking about their impact on your own finances. The item you rank 1 is most important to you and 7 is what is least important.

Mean Summary

	2/6-7, 2024
Inflation rates	2.4
Gas prices	3.1
Interest rates	3.4
Performance of the stock market	4.5
Mortgage rates	4.7
Unemployment rates	4.8
GDP	5.1

4. To the best of your knowledge, are the following statements about the economy true or false, or you don't know?

Correct Answer Summary

	2/6-7, 2024
Inflation is currently higher than the 20-year average [TRUE]	71%
Interest rates are currently lower than the 20-year average [FALSE]	55%
The current rate for a 30-year fixed mortgage is lower than the 20-year average [FALSE]	46%
Unemployment is currently lower than the 20-year average [TRUE]	40%
In 2023, The Dow Jones Industrial Average performed worse than its 20-year average [FALSE]	30%
GDP growth was lower last year than the 20-year average [TRUE]	24%
Gas prices are currently higher than they were 10 years ago [FALSE]	13%

*Correct answer in parentheses

- a. Unemployment is currently lower than the 20-year average

	2/6-7, 2024
True	40%
False	29%
Don't know	32%

*Correct answer in bold



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4. To the best of your knowledge, are the following statements about the economy true or false, or you don't know?

**Correct answer in bold*

- b. Interest rates are currently lower than the 20-year average

	2/6-7, 2024
True	16%
False	55%
Don't know	29%

- c. Gas prices are currently higher than they were 10 years ago

	2/6-7, 2024
True	76%
False	13%
Don't know	11%

- d. The current rate for a 30-year fixed mortgage is lower than the 20-year average

	2/6-7, 2024
True	15%
False	46%
Don't know	39%

- e. Inflation is currently higher than the 20-year average

	2/6-7, 2024
True	71%
False	11%
Don't know	18%

- f. GDP growth was lower last year than the 20-year average

	2/6-7, 2024
True	24%
False	23%
Don't know	53%

- g. In 2023, The Dow Jones Industrial Average performed worse than its 20-year average

	2/6-7, 2024
True	20%
False	30%
Don't know	49%



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

6. To what extent do you agree or disagree with the following statements?

Total Agree Summary

	1/23-24, 2024	2/6-7, 2024
I am hopeful for my future	80%	84%
The world today is changing too fast	75%	77%
I tend to buy brands that reflect my personal values	69%	70%
My religion or faith is very important to me	64%	63%
Being a fan of sports is very important to me	49%	51%

a. The world today is changing too fast

	1/23-24, 2024	2/6-7, 2024
Strongly agree	33%	35%
Somewhat agree	42%	42%
Somewhat disagree	15%	15%
Strongly disagree	5%	5%
Don't know	4%	3%
<i>Agree (Net)</i>	75%	77%
<i>Disagree (Net)</i>	21%	20%



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6. To what extent do you agree or disagree with the following statements? (Continued)

b. Being a fan of sports is very important to me

	1/23-24, 2024	2/6-7, 2024
Strongly agree	21%	21%
Somewhat agree	28%	31%
Somewhat disagree	20%	19%
Strongly disagree	29%	27%
Don't know	2%	2%
Agree (Net)	49%	51%
Disagree (Net)	49%	46%

c. My religion or faith is very important to me

	1/23-24, 2024	2/6-7, 2024
Strongly agree	36%	34%
Somewhat agree	27%	30%
Somewhat disagree	14%	15%
Strongly disagree	20%	20%
Don't know	3%	2%
Agree (Net)	64%	63%
Disagree (Net)	33%	35%

d. I am hopeful for my future

	1/23-24, 2024	2/6-7, 2024
Strongly agree	33%	35%
Somewhat agree	47%	49%
Somewhat disagree	11%	8%
Strongly disagree	5%	5%
Don't know	4%	4%
Agree (Net)	80%	84%
Disagree (Net)	17%	13%

e. I tend to buy brands that reflect my personal values

	1/23-24, 2024	2/6-7, 2024
Strongly agree	19%	19%
Somewhat agree	50%	52%
Somewhat disagree	18%	18%
Strongly disagree	8%	6%
Don't know	5%	6%
Agree (Net)	69%	70%
Disagree (Net)	26%	24%



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

Total Familiar Summary

	2/6-7, 2024
Donald Trump being ordered to pay nearly \$90 million in damages in the defamation case of E. Jean Carroll	59%
The House of Representatives' upcoming vote to impeach Homeland Security Secretary Alejandro Mayorkas due to his handling of the border crisis	45%
Allegations of misconduct by Fani Willis, who is prosecuting Donald Trump in the Georgia Election interference case	45%
Taylor Swift's surprise announcement of her new album during the Grammys	45%
FBI Director Christopher Wray warning that Chinese hackers are set to "wreak havoc" on U.S. infrastructure, such as electrical grids and transportation systems	35%
The Apple VisionPro launching in the U.S.	34%
New York City declaring social media a "public health hazard" due to its impact on children	32%

- a. New York City declaring social media a "public health hazard" due to its impact on children

	2/6-7, 2024
Very familiar	9%
Somewhat familiar	23%
Heard of it, but that's it	26%
Never heard of it	42%
<i>Familiar (Net)</i>	32%
<i>Not Familiar (Net)</i>	68%

- b. The House of Representatives' upcoming vote to impeach Homeland Security Secretary Alejandro Mayorkas due to his handling of the border crisis

	2/6-7, 2024
Very familiar	18%
Somewhat familiar	26%
Heard of it, but that's it	23%
Never heard of it	32%
<i>Familiar (Net)</i>	45%
<i>Not Familiar (Net)</i>	55%



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

- c. FBI Director Christopher Wray warning that Chinese hackers are set to “wreak havoc” on U.S. infrastructure, such as electrical grids and transportation systems

	2/6-7, 2024
Very familiar	13%
Somewhat familiar	22%
Heard of it, but that’s it	24%
Never heard of it	41%
<i>Familiar (Net)</i>	<i>35%</i>
<i>Not Familiar (Net)</i>	<i>65%</i>

- d. Allegations of misconduct by Fani Willis, who is prosecuting Donald Trump in the Georgia Election interference case

	2/6-7, 2024
Very familiar	19%
Somewhat familiar	26%
Heard of it, but that’s it	22%
Never heard of it	34%
<i>Familiar (Net)</i>	<i>45%</i>
<i>Not Familiar (Net)</i>	<i>55%</i>

- e. Donald Trump being ordered to pay nearly \$90 million in damages in the defamation case of E. Jean Carroll

	2/6-7, 2024
Very familiar	29%
Somewhat familiar	30%
Heard of it, but that’s it	23%
Never heard of it	18%
<i>Familiar (Net)</i>	<i>59%</i>
<i>Not Familiar (Net)</i>	<i>41%</i>

- f. The Apple VisionPro launching in the U.S.

	2/6-7, 2024
Very familiar	15%
Somewhat familiar	18%
Heard of it, but that’s it	28%
Never heard of it	38%
<i>Familiar (Net)</i>	<i>34%</i>
<i>Not Familiar (Net)</i>	<i>66%</i>



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

g. Taylor Swift’s surprise announcement of her new album during the Grammys

	2/6-7, 2024
Very familiar	21%
Somewhat familiar	25%
Heard of it, but that’s it	24%
Never heard of it	30%
<i>Familiar (Net)</i>	<i>45%</i>
<i>Not Familiar (Net)</i>	<i>55%</i>

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. New York City declaring social media a “public health hazard” due to its impact on children

	2/6-7, 2024
I care a lot	25%
I care a little	37%
I don’t care at all	30%
Don’t know	7%

b. The House of Representatives’ upcoming vote to impeach Homeland Security Secretary Alejandro Mayorkas due to his handling of the border crisis

	2/6-7, 2024
I care a lot	29%
I care a little	33%
I don’t care at all	27%
Don’t know	10%

c. FBI Director Christopher Wray warning that Chinese hackers are set to “wreak havoc” on U.S. infrastructure, such as electrical grids and transportation systems

	2/6-7, 2024
I care a lot	40%
I care a little	31%
I don’t care at all	18%
Don’t know	11%



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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)*

d. Allegations of misconduct by Fani Willis, who is prosecuting Donald Trump in the Georgia Election interference case

	2/6-7, 2024
I care a lot	23%
I care a little	32%
I don't care at all	35%
Don't know	10%

e. Donald Trump being ordered to pay nearly \$90 million in damages in the defamation case of E. Jean Carroll

	2/6-7, 2024
I care a lot	25%
I care a little	30%
I don't care at all	38%
Don't know	6%

f. The Apple VisionPro launching in the U.S.

	2/6-7, 2024
I care a lot	8%
I care a little	23%
I don't care at all	59%
Don't know	10%

g. Taylor Swift's surprise announcement of her new album during the Grammys

	2/6-7, 2024
I care a lot	8%
I care a little	16%
I don't care at all	71%
Don't know	4%





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9. **[ASK IF PARENT OR IF AGES 18-49]** In the past two years, have you delayed or decided against having a child or more children for any of the following reasons or not?

	2/6-7, 2024 (N=620)
Financial concerns	22%
You are single	20%
Children do not fit your lifestyle	14%
Existing caring responsibilities, including childcare	11%
Concerns about the impact on your career	10%
Concerns due to the COVID-19 pandemic	9%
Concerns due to political instability in the U.S.	8%
Concerns due to climate change	8%
Wanting to complete your educational studies / qualifications	7%
You or your partner are unable to have children for medical or health reasons	7%
Concerns about the impact on your partner's career	7%
Relationship breakdown	7%
Your partner wanting to complete their educational studies / qualifications	5%
Other	3%
No, I did not delay or decide against having children	40%
Prefer not to say	2%

10. Thinking about the upcoming Super Bowl this Sunday, do you plan to watch? If so, how?

	1/31-2/1, 2023	2/6-7, 2024
I plan to watch at home by myself, or with my immediate family	37%	43%
I don't plan to watch the Super Bowl or any highlights	26%	24%
I plan to watch at a Super Bowl party with friends	15%	15%
I plan to watch, but not sure how	9%	7%
I don't plan to watch the Super Bowl, but will watch highlights afterwards	8%	8%
I plan to watch at a bar or restaurant	5%	4%





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11. Thinking again about the upcoming Super Bowl this Sunday, to what extent do you agree or disagree with the following statements?

Total Agree Summary

	1/31-2/1, 2023	2/6-7, 2024
I am excited for the advertisements during the Super Bowl	46%	51%
I am more excited for the advertisements during the Super Bowl than the game itself	33%	40%
I am excited for the halftime show featuring Usher	N/A	36%
If Taylor Swift attends the Super Bowl, I hope the cameras show her	N/A	25%
I only watch the Super Bowl if I care about the team(s) who are playing that year	27%	24%
I plan to bet on the game	N/A	21%
I am more excited to see which celebrities attend the Super Bowl than the game itself	N/A	21%

a. I am excited for the advertisements during the Super Bowl

	10/13-14, 2020	2/2-3, 2021	2/1-3, 2022	1/31-2/1, 2023	2/6-7, 2024
Strongly agree	12%	11%	15%	19%	18%
Somewhat agree	24%	26%	27%	27%	33%
Neither agree nor disagree	29%	29%	27%	24%	17%
Somewhat disagree	12%	13%	9%	11%	10%
Strongly disagree	17%	16%	16%	18%	20%
Don't know	6%	5%	6%	2%	2%
<i>Agree (Net)</i>	<i>37%</i>	<i>37%</i>	<i>42%</i>	<i>46%</i>	<i>51%</i>
<i>Disagree (Net)</i>	<i>28%</i>	<i>29%</i>	<i>24%</i>	<i>28%</i>	<i>30%</i>

b. I am more excited for the advertisements during the Super Bowl than the game itself

	2/1-3, 2022	1/31-2/1, 2023	2/6-7, 2024
Strongly agree	15%	14%	14%
Somewhat agree	21%	20%	26%
Neither agree nor disagree	26%	23%	20%
Somewhat disagree	13%	15%	13%
Strongly disagree	18%	26%	25%
Don't know	7%	3%	2%
<i>Agree (Net)</i>	<i>36%</i>	<i>33%</i>	<i>40%</i>
<i>Disagree (Net)</i>	<i>31%</i>	<i>41%</i>	<i>38%</i>



PUBLIC POLL FINDINGS AND METHODOLOGY

11. Thinking again about the upcoming Super Bowl this Sunday, to what extent do you agree or disagree with the following statements? *(Continued)*

c. I am excited for the halftime show featuring Usher

	2/6-7, 2024
Strongly agree	15%
Somewhat agree	21%
Neither agree nor disagree	23%
Somewhat disagree	11%
Strongly disagree	28%
Don't know	2%
<i>Agree (Net)</i>	<i>36%</i>
<i>Disagree (Net)</i>	<i>39%</i>

d. I only watch the Super Bowl if I care about the team(s) who are playing that year

	1/31-2/1, 2023	2/6-7, 2024
Strongly agree	9%	10%
Somewhat agree	18%	14%
Neither agree nor disagree	22%	23%
Somewhat disagree	19%	19%
Strongly disagree	30%	33%
Don't know	2%	2%
<i>Agree (Net)</i>	<i>27%</i>	<i>24%</i>
<i>Disagree (Net)</i>	<i>49%</i>	<i>51%</i>

e. I plan to bet on the game

	2/6-7, 2024
Strongly agree	9%
Somewhat agree	12%
Neither agree nor disagree	9%
Somewhat disagree	9%
Strongly disagree	57%
Don't know	3%
<i>Agree (Net)</i>	<i>21%</i>
<i>Disagree (Net)</i>	<i>67%</i>

f. If Taylor Swift attends the Super Bowl, I hope the cameras show her

	2/6-7, 2024
Strongly agree	11%
Somewhat agree	14%
Neither agree nor disagree	25%
Somewhat disagree	10%
Strongly disagree	36%
Don't know	4%
<i>Agree (Net)</i>	<i>25%</i>
<i>Disagree (Net)</i>	<i>46%</i>



PUBLIC POLL FINDINGS AND METHODOLOGY

11. Thinking again about the upcoming Super Bowl this Sunday, to what extent do you agree or disagree with the following statements? *(Continued)*

g. I am more excited to see which celebrities attend the Super Bowl than the game itself

	2/6-7, 2024
Strongly agree	9%
Somewhat agree	12%
Neither agree nor disagree	19%
Somewhat disagree	17%
Strongly disagree	43%
Don't know	1%
<i>Agree (Net)</i>	<i>21%</i>
<i>Disagree (Net)</i>	<i>59%</i>

12. **[ASKED IF EMPLOYED]** Do you have a decision-making role when it comes to what software purchases your workplace makes?

	8/29-30, 2023 (N=586)	2/6-7, 2024 (N=554)
Yes	43%	40%
No	53%	58%
I don't know	3%	2%

13. **[ASKED IF Q12 = YES]** Do you learn about new software for your workplace from any of the following?

	2/6-7, 2024 (N=213)
Word of mouth	44%
Social media	42%
Review sites	34%
Direct emails	34%
Industry events	32%
Online ads	31%
Newsletters	21%
Non-online advertising (i.e., television ads, radio ads, etc.)	18%
Other	6%
None of the above	8%





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14. [ASKED IF Q12 = YES] Have you ever clicked on an ad to sign up for a trial or buy business software?

	2/6-7, 2024 (N=213)
Yes	51%
No	47%
I don't know	2%

15. If a medication proved to be a safe and effective weight loss treatment, how interested, if at all, would you be in taking such a medication?

	10/24-25, 2023	2/6-7, 2024
Very interested	24%	24%
Somewhat interested	31%	27%
Not very interested	19%	19%
Not at all interested	22%	28%
Don't know	4%	3%
<i>Interested (Net)</i>	<i>54%</i>	<i>51%</i>
<i>Not Interested (Net)</i>	<i>42%</i>	<i>46%</i>

16. To what extent do you agree or disagree with the following statements?

Total Agree Summary

	10/24-25, 2023	2/6-7, 2024
Obesity is a major health problem in the U.S. today	91%	91%
Obesity is a disease	64%	65%
New medications show potential to treat obesity	66%	62%
Obesity can only be solved with diet and exercise	58%	60%

a. Obesity is a disease

	10/24-25, 2023	2/6-7, 2024
Strongly agree	25%	31%
Somewhat agree	40%	34%
Somewhat disagree	16%	17%
Strongly disagree	8%	9%
Don't know	11%	9%
<i>Agree (Net)</i>	<i>64%</i>	<i>65%</i>
<i>Disagree (Net)</i>	<i>24%</i>	<i>26%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

16. To what extent do you agree or disagree with the following statements? (Continued)

b. Obesity is a major health problem in the U.S. today

	10/24-25, 2023	2/6-7, 2024
Strongly agree	63%	60%
Somewhat agree	28%	31%
Somewhat disagree	4%	4%
Strongly disagree	2%	1%
Don't know	3%	4%
Agree (Net)	91%	91%
Disagree (Net)	6%	5%

c. Obesity can only be solved with diet and exercise

	10/24-25, 2023	2/6-7, 2024
Strongly agree	21%	23%
Somewhat agree	38%	38%
Somewhat disagree	27%	24%
Strongly disagree	7%	10%
Don't know	8%	6%
Agree (Net)	58%	60%
Disagree (Net)	34%	33%

d. New medications show potential to treat obesity

	10/24-25, 2023	2/6-7, 2024
Strongly agree	18%	18%
Somewhat agree	48%	44%
Somewhat disagree	9%	13%
Strongly disagree	3%	4%
Don't know	22%	21%
Agree (Net)	66%	62%
Disagree (Net)	12%	17%





PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are some of the findings of the ninetieth wave of an Ipsos poll conducted between February 6-7, 2024. For this survey, a sample of 1,120 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 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 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 2022 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 ($n=1,120$, $DEFF=1.5$, 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, eighty-fifth, eighty-sixth, eighty-seventh, eighty-eighth, eighty-eighth and a half, and eighty-ninth waves of this study have a credibility interval of 3.6 percentage points.





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About Ipsos

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