



# PUBLIC POLL FINDINGS AND METHODOLOGY

## Ipsos Poll on Consumer Behavior

Washington, DC, June 4, 2024

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

	Working at my workplace only	Working from home only	Working both from home and at my workplace
5/30-31, 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%
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%



## PUBLIC POLL FINDINGS AND METHODOLOGY

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

	Working at my workplace only	Working from home only	Working both from home and at my workplace
<b>11/9-10, 2022 (N=628)</b>	54%	22%	24%
<b>10/25-26, 2022 (N=594)</b>	56%	24%	20%
<b>10/11-12, 2022 (N=611)</b>	62%	21%	18%
<b>9/27-28, 2022 (N=616)</b>	56%	23%	21%
<b>9/13-14, 2022 (N=596)</b>	55%	21%	24%
<b>8/30-31, 2022 (N=584)</b>	57%	20%	23%
<b>8/16-17, 2022 (N=598)</b>	55%	25%	20%
<b>8/2-3, 2022 (N=613)</b>	54%	25%	21%
<b>7/19-20, 2022 (N=588)</b>	58%	25%	17%
<b>6/22-23, 2022 (N=622)</b>	56%	27%	17%
<b>6/7-8, 2022 (N=593)</b>	56%	24%	20%
<b>5/24-25, 2022 (N=571)</b>	56%	26%	18%
<b>5/10-11, 2022 (N=628)</b>	56%	24%	20%
<b>4/26-27, 2022 (N=657)</b>	57%	24%	19%
<b>4/12-13, 2022 (N=663)</b>	58%	24%	19%
<b>3/29-30, 2022 (N=666)</b>	57%	23%	20%
<b>3/15-16, 2022 (N=611)</b>	57%	23%	20%
<b>2/2-3, 2022 (N=1,086)</b>	56%	24%	20%
<b>1/20-21, 2021 (N=603)</b>	34%	48%	18%





## PUBLIC POLL FINDINGS AND METHODOLOGY

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

#### Total Familiar Summary

	<b>5/30-31, 2024 (N=1,086)</b>
The Northern Lights being visible in all 50 states earlier in May	64%
The large 17-year and 13-year broods of cicadas emerging in the Midwest and South	45%
The International Criminal Court requesting arrest warrants for Israeli Prime Minister Benjamin Netanyahu and Hamas leaders for alleged war crimes	38%
The Dow Jones Industrial Average reaching 40,000 for the first time	35%
Miss USA and Miss Teen USA both resigning from their titles, days apart	35%
The Department of Justice filing suit seeking to break up concert promoter LiveNation, the parent company of TicketMaster	35%
Florida passing legislation that reduces or stops efforts to fight climate change and increases the use of fossil fuels in the state	27%
Scientists discovering that Antarctica's so-called "Doomsday glacier" is melting much faster than previously thought	27%
Pope Francis clearing the way for an Italian teenager to become the first millennial saint	22%
The world's largest "vacuum" to remove carbon from the atmosphere opened in Iceland	15%

#### a. The large 17-year and 13-year broods of cicadas emerging in the Midwest and South

	<b>5/30-31, 2024</b>
Very familiar	18%
Somewhat familiar	28%
Heard of it, but that's it	23%
Never heard of it	31%
<i>Familiar (Net)</i>	<b>45%</b>
<i>Not Familiar (Net)</i>	<b>55%</b>

#### b. The Dow Jones Industrial Average reaching 40,000 for the first time

	<b>5/30-31, 2024</b>
Very familiar	12%
Somewhat familiar	23%
Heard of it, but that's it	22%
Never heard of it	42%
<i>Familiar (Net)</i>	<b>35%</b>
<i>Not Familiar (Net)</i>	<b>65%</b>

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

- c. Florida passing legislation that reduces or stops efforts to fight climate change and increases the use of fossil fuels in the state

	<b>5/30-31, 2024</b>
Very familiar	6%
Somewhat familiar	21%
Heard of it, but that's it	22%
Never heard of it	51%
<i>Familiar (Net)</i>	<i>27%</i>
<i>Not Familiar (Net)</i>	<i>73%</i>

- d. Scientists discovering that Antarctica's so-called "Doomsday glacier" is melting much faster than previously thought

	<b>5/30-31, 2024</b>
Very familiar	8%
Somewhat familiar	19%
Heard of it, but that's it	27%
Never heard of it	46%
<i>Familiar (Net)</i>	<i>27%</i>
<i>Not Familiar (Net)</i>	<i>73%</i>

- e. The Northern Lights being visible in all 50 states earlier in May

	<b>5/30-31, 2024</b>
Very familiar	32%
Somewhat familiar	32%
Heard of it, but that's it	19%
Never heard of it	17%
<i>Familiar (Net)</i>	<i>64%</i>
<i>Not Familiar (Net)</i>	<i>36%</i>

- f. Miss USA and Miss Teen USA both resigning from their titles, days apart

	<b>5/30-31, 2024</b>
Very familiar	13%
Somewhat familiar	22%
Heard of it, but that's it	22%
Never heard of it	43%
<i>Familiar (Net)</i>	<i>35%</i>
<i>Not Familiar (Net)</i>	<i>65%</i>



## PUBLIC POLL FINDINGS AND METHODOLOGY

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

- g. The International Criminal Court requesting arrest warrants for Israeli Prime Minister Benjamin Netanyahu and Hamas leaders for alleged war crimes

	<b>5/30-31, 2024</b>
Very familiar	16%
Somewhat familiar	22%
Heard of it, but that's it	25%
Never heard of it	37%
<i>Familiar (Net)</i>	<b>38%</b>
<i>Not Familiar (Net)</i>	<b>62%</b>

- h. The world's largest "vacuum" to remove carbon from the atmosphere opened in Iceland

	<b>5/30-31, 2024</b>
Very familiar	5%
Somewhat familiar	10%
Heard of it, but that's it	15%
Never heard of it	70%
<i>Familiar (Net)</i>	<b>15%</b>
<i>Not Familiar (Net)</i>	<b>85%</b>

- i. The Department of Justice filing suit seeking to break up concert promoter LiveNation, the parent company of TicketMaster

	<b>5/30-31, 2024</b>
Very familiar	13%
Somewhat familiar	22%
Heard of it, but that's it	23%
Never heard of it	42%
<i>Familiar (Net)</i>	<b>35%</b>
<i>Not Familiar (Net)</i>	<b>65%</b>

- j. Pope Francis clearing the way for an Italian teenager to become the first millennial saint

	<b>5/30-31, 2024</b>
Very familiar	6%
Somewhat familiar	16%
Heard of it, but that's it	16%
Never heard of it	63%
<i>Familiar (Net)</i>	<b>22%</b>
<i>Not Familiar (Net)</i>	<b>78%</b>



## PUBLIC POLL FINDINGS AND METHODOLOGY

3. 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 large 17-year and 13-year broods of cicadas emerging in the Midwest and South

	<b>5/30-31, 2024</b>
I care a lot	14%
I care a little	40%
I don't care at all	39%
Don't know	8%

b. The Dow Jones Industrial Average reaching 40,000 for the first time

	<b>5/30-31, 2024</b>
I care a lot	27%
I care a little	34%
I don't care at all	30%
Don't know	9%

c. Florida passing legislation that reduces or stops efforts to fight climate change and increases the use of fossil fuels in the state

	<b>5/30-31, 2024</b>
I care a lot	33%
I care a little	32%
I don't care at all	26%
Don't know	9%

d. Scientists discovering that Antarctica's so-called "Doomsday glacier" is melting much faster than previously thought

	<b>5/30-31, 2024</b>
I care a lot	35%
I care a little	33%
I don't care at all	23%
Don't know	8%

e. The Northern Lights being visible in all 50 states earlier in May

	<b>5/30-31, 2024</b>
I care a lot	30%
I care a little	46%
I don't care at all	19%
Don't know	4%



## PUBLIC POLL FINDINGS AND METHODOLOGY

3. 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*)

f. Miss USA and Miss Teen USA both resigning from their titles, days apart

	<b>5/30-31, 2024</b>
I care a lot	8%
I care a little	22%
I don't care at all	62%
Don't know	8%

g. The International Criminal Court requesting arrest warrants for Israeli Prime Minister Benjamin Netanyahu and Hamas leaders for alleged war crimes

	<b>5/30-31, 2024</b>
I care a lot	28%
I care a little	36%
I don't care at all	26%
Don't know	10%

h. The world's largest "vacuum" to remove carbon from the atmosphere opened in Iceland

	<b>5/30-31, 2024</b>
I care a lot	22%
I care a little	37%
I don't care at all	31%
Don't know	10%

i. The Department of Justice filing suit seeking to break up concert promoter LiveNation, the parent company of TicketMaster

	<b>5/30-31, 2024</b>
I care a lot	18%
I care a little	34%
I don't care at all	40%
Don't know	8%

j. Pope Francis clearing the way for an Italian teenager to become the first millennial saint

	<b>5/30-31, 2024</b>
I care a lot	10%
I care a little	24%
I don't care at all	58%
Don't know	9%



## PUBLIC POLL FINDINGS AND METHODOLOGY

4. Thinking about the next year, how hopeful, if at all, are you about each of the following happening?

### Total Hopeful Summary

	<b>4/25-26, 2023</b>	<b>5/30-31, 2024</b>
My personal financial situation will get better	74%	75%
The U.S. will avoid a recession	50%	58%
Inflation rates will decline	57%	57%
The war between Israel and Hamas will end	N/A	56%
The war in Ukraine will end	52%	55%
The use of AI will expand in positive ways	56%	52%
Political polarization in the U.S. will lessen	39%	43%

#### a. Inflation rates will decline

	<b>4/25-26, 2023</b>	<b>5/30-31, 2024</b>
Very hopeful	24%	31%
Somewhat hopeful	33%	26%
Not very hopeful	22%	22%
Not at all hopeful	16%	15%
Don't know	5%	6%
<i>Hopeful (Net)</i>	<i>57%</i>	<i>57%</i>
<i>Not hopeful (Net)</i>	<i>38%</i>	<i>37%</i>

#### b. The war in Ukraine will end

	<b>4/25-26, 2023</b>	<b>5/30-31, 2024</b>
Very hopeful	24%	28%
Somewhat hopeful	28%	26%
Not very hopeful	26%	23%
Not at all hopeful	12%	15%
Don't know	9%	8%
<i>Hopeful (Net)</i>	<i>52%</i>	<i>55%</i>
<i>Not hopeful (Net)</i>	<i>38%</i>	<i>38%</i>

#### c. The war between Israel and Hamas will end

	<b>5/30-31, 2024</b>
Very hopeful	30%
Somewhat hopeful	25%
Not very hopeful	23%
Not at all hopeful	13%
Don't know	8%
<i>Hopeful (Net)</i>	<i>56%</i>
<i>Not hopeful (Net)</i>	<i>36%</i>







## PUBLIC POLL FINDINGS AND METHODOLOGY

### 4. Thinking about the next year, how hopeful, if at all, are you about each of the following happening? (Continued)

#### d. Political polarization in the U.S. will lessen

	<b>4/25-26, 2023</b>	<b>5/30-31, 2024</b>
Very hopeful	13%	18%
Somewhat hopeful	27%	25%
Not very hopeful	25%	24%
Not at all hopeful	27%	22%
Don't know	9%	12%
<i>Hopeful (Net)</i>	<i>39%</i>	<i>43%</i>
<i>Not hopeful (Net)</i>	<i>52%</i>	<i>46%</i>

#### e. My personal financial situation will get better

	<b>4/25-26, 2023</b>	<b>5/30-31, 2024</b>
Very hopeful	36%	39%
Somewhat hopeful	37%	36%
Not very hopeful	15%	13%
Not at all hopeful	7%	7%
Don't know	4%	4%
<i>Hopeful (Net)</i>	<i>74%</i>	<i>75%</i>
<i>Not hopeful (Net)</i>	<i>22%</i>	<i>20%</i>

#### f. The use of AI will expand in positive ways

	<b>4/25-26, 2023</b>	<b>5/30-31, 2024</b>
Very hopeful	19%	19%
Somewhat hopeful	36%	33%
Not very hopeful	21%	17%
Not at all hopeful	11%	20%
Don't know	12%	10%
<i>Hopeful (Net)</i>	<i>56%</i>	<i>52%</i>
<i>Not hopeful (Net)</i>	<i>32%</i>	<i>37%</i>

#### g. The U.S. will avoid a recession

	<b>4/25-26, 2023</b>	<b>5/30-31, 2024</b>
Very hopeful	21%	33%
Somewhat hopeful	30%	25%
Not very hopeful	28%	21%
Not at all hopeful	15%	14%
Don't know	6%	7%
<i>Hopeful (Net)</i>	<i>50%</i>	<i>58%</i>
<i>Not hopeful (Net)</i>	<i>43%</i>	<i>35%</i>



## PUBLIC POLL FINDINGS AND METHODOLOGY

5. How important, if at all, is the availability of the following technology enhancements to your retail shopping? Please rate the importance of each item on a scale from 1 to 10, where 1 means it is not at all important to you, and 10 means it is extremely important. You may use any number from 1-10.

### Mean Summary

	<b>3/29-30, 2022</b>	<b>3/28-29, 2023</b>	<b>5/30-31, 2024</b>
Mobile apps	6.1	6.4	6.5
Same-day delivery	5.8	6.2	6.4
Mobile payment	5.7	6.2	6.3
Self-checkout	6.3	6.5	6.0
Scan & Go	5.3	5.8	5.6
Click and collect, or curbside pickup	5.4	5.6	5.5
Video displays	4.7	4.9	5.0
Cashierless stores, also known as checkout-free or just walk out stores	4.8	4.9	4.7
Voice ordering	4.3	4.3	4.5
Robotic/autonomous delivery	4	3.8	4.2
Accepting blockchain /cryptocurrency payment	3.5	N/A	3.6

#### a. Click and collect, or curbside pickup

	<b>3/29-30, 2022</b>	<b>3/28-29, 2023</b>	<b>5/30-31, 2024</b>
10 – Extremely important	13%	15%	11%
9	7%	6%	7%
8	11%	8%	12%
7	10%	9%	10%
6	9%	12%	10%
5	11%	13%	16%
4	7%	7%	6%
3	5%	7%	4%
2	4%	4%	5%
1 – Not important at all	22%	16%	17%
Don't know/Never heard of this	2%	3%	3%
<b>Mean</b>	<b>5.4</b>	<b>5.6</b>	<b>5.5</b>



## PUBLIC POLL FINDINGS AND METHODOLOGY

5. How important, if at all, is the availability of the following technology enhancements to your retail shopping? Please rate the importance of each item on a scale from 1 to 10, where 1 means it is not at all important to you, and 10 means it is extremely important. You may use any number from 1-10. (Continued)

b. Cashierless stores, also known as checkout-free or just walk out stores

	<b>3/29-30, 2022</b>	<b>3/28-29, 2023</b>	<b>5/30-31, 2024</b>
10 – Extremely important	9%	9%	8%
9	5%	5%	5%
8	8%	8%	10%
7	9%	7%	6%
6	8%	9%	10%
5	12%	13%	10%
4	6%	7%	9%
3	5%	7%	6%
2	5%	5%	4%
1 – Not important at all	26%	22%	26%
Don't know/Never heard of this	8%	7%	5%
Mean	4.8	4.9	4.7

c. Self-checkout

	<b>3/29-30, 2022</b>	<b>3/28-29, 2023</b>	<b>5/30-31, 2024</b>
10 – Extremely important	16%	20%	16%
9	11%	9%	9%
8	15%	14%	12%
7	13%	12%	11%
6	9%	10%	9%
5	10%	12%	11%
4	3%	4%	7%
3	4%	5%	4%
2	3%	2%	3%
1 – Not important at all	13%	10%	16%
Don't know/Never heard of this	1%	1%	1%
Mean	6.3	6.5	6.0



## PUBLIC POLL FINDINGS AND METHODOLOGY

5. How important, if at all, is the availability of the following technology enhancements to your retail shopping? Please rate the importance of each item on a scale from 1 to 10, where 1 means it is not at all important to you, and 10 means it is extremely important. You may use any number from 1-10. (Continued)

d. Accepting blockchain/cryptocurrency payment

	<b>3/29-30, 2022</b>	<b>5/30-31, 2024</b>
10 – Extremely important	5%	7%
9	4%	3%
8	6%	6%
7	6%	5%
6	6%	5%
5	6%	10%
4	5%	5%
3	5%	6%
2	5%	4%
1 – Not important at all	44%	45%
Don't know/Never heard of this	10%	6%
Mean	3.5	3.6

e. Mobile payment

	<b>3/29-30, 2022</b>	<b>3/28-29, 2023</b>	<b>5/30-31, 2024</b>
10 – Extremely important	15%	20%	19%
9	9%	6%	10%
8	11%	13%	14%
7	10%	10%	12%
6	8%	9%	9%
5	12%	13%	10%
4	5%	6%	4%
3	5%	6%	3%
2	4%	3%	3%
1 – Not important at all	20%	12%	15%
Don't know/Never heard of this	2%	1%	2%
Mean	5.7	6.2	6.3



## PUBLIC POLL FINDINGS AND METHODOLOGY

5. How important, if at all, is the availability of the following technology enhancements to your retail shopping? Please rate the importance of each item on a scale from 1 to 10, where 1 means it is not at all important to you, and 10 means it is extremely important. You may use any number from 1-10. *(Continued)*

f. Mobile apps

	<b>3/29-30, 2022</b>	<b>3/28-29, 2023</b>	<b>5/30-31, 2024</b>
10 – Extremely important	19%	21%	17%
9	6%	7%	11%
8	12%	17%	14%
7	12%	11%	11%
6	11%	9%	12%
5	10%	11%	13%
4	4%	4%	5%
3	5%	4%	2%
2	3%	3%	3%
1 – Not important at all	16%	13%	11%
Don't know/Never heard of this	2%	1%	1%
<b>Mean</b>	<b>6.1</b>	<b>6.4</b>	<b>6.5</b>

g. Scan & Go

	<b>3/29-30, 2022</b>	<b>3/28-29, 2023</b>	<b>5/30-31, 2024</b>
10 – Extremely important	13%	14%	11%
9	5%	6%	6%
8	10%	12%	10%
7	9%	13%	15%
6	10%	11%	10%
5	12%	11%	14%
4	5%	5%	6%
3	5%	6%	4%
2	5%	4%	5%
1 – Not important at all	20%	14%	16%
Don't know/Never heard of this	5%	5%	4%
<b>Mean</b>	<b>5.3</b>	<b>5.8</b>	<b>5.6</b>





## PUBLIC POLL FINDINGS AND METHODOLOGY

5. How important, if at all, is the availability of the following technology enhancements to your retail shopping? Please rate the importance of each item on a scale from 1 to 10, where 1 means it is not at all important to you, and 10 means it is extremely important. You may use any number from 1-10. *(Continued)*

### h. Same-day delivery

	<b>3/29-30, 2022</b>	<b>3/28-29, 2023</b>	<b>5/30-31, 2024</b>
10 – Extremely important	15%	19%	16%
9	8%	6%	11%
8	11%	13%	14%
7	11%	13%	12%
6	9%	13%	11%
5	14%	11%	12%
4	4%	5%	6%
3	5%	4%	4%
2	5%	4%	3%
1 – Not important at all	17%	12%	11%
Don't know/Never heard of this	2%	1%	1%
Mean	5.8	6.2	6.4

### i. Robotic/autonomous delivery

	<b>3/29-30, 2022</b>	<b>3/28-29, 2023</b>	<b>5/30-31, 2024</b>
10 – Extremely important	4%	5%	7%
9	6%	3%	5%
8	6%	5%	6%
7	6%	4%	6%
6	7%	8%	8%
5	10%	13%	10%
4	6%	7%	8%
3	7%	10%	9%
2	6%	9%	5%
1 – Not important at all	33%	30%	32%
Don't know/Never heard of this	9%	7%	4%
Mean	4	3.8	4.2



## PUBLIC POLL FINDINGS AND METHODOLOGY

5. How important, if at all, is the availability of the following technology enhancements to your retail shopping? Please rate the importance of each item on a scale from 1 to 10, where 1 means it is not at all important to you, and 10 means it is extremely important. You may use any number from 1-10. (Continued)

j. Voice ordering

	<b>3/29-30, 2022</b>	<b>3/28-29, 2023</b>	<b>5/30-31, 2024</b>
10 – Extremely important	6%	8%	8%
9	4%	4%	4%
8	5%	4%	5%
7	9%	5%	7%
6	8%	8%	11%
5	11%	12%	12%
4	6%	7%	6%
3	6%	12%	8%
2	6%	5%	6%
1 – Not important at all	30%	28%	26%
Don't know/Never heard of this	10%	6%	7%
Mean	4.3	4.3	4.5

k. Video displays

	<b>3/29-30, 2022</b>	<b>3/28-29, 2023</b>	<b>5/30-31, 2024</b>
10 – Extremely important	7%	9%	8%
9	5%	3%	5%
8	9%	8%	8%
7	8%	11%	11%
6	9%	9%	11%
5	14%	18%	14%
4	6%	9%	9%
3	7%	7%	5%
2	5%	5%	5%
1 – Not important at all	25%	19%	21%
Don't know/Never heard of this	6%	3%	4%
Mean	4.7	4.9	5.0





## PUBLIC POLL FINDINGS AND METHODOLOGY

6. When thinking about your shopping preferences, how much do you agree or disagree with the following statements?

### Total Agree Summary

	3/29-30, 2022	3/28-29, 2023	5/30-31, 2024
When talking to customer service or a sales representative in person, I expect better and faster service than other channels like phone, email, or online chat	70%	66%	74%
I want to be able to shop online and in person seamlessly	73%	N/A	71%
I want to be able to shop online seamlessly across my devices (e.g. smartphone, tablet, and computer)	62%	67%	66%
I am more likely to remember a negative shopping experience than a positive one	62%	59%	64%
I prefer talking to customer service via phone than over email or online chat	55%	53%	57%
I usually look online to see if an item is in stock before going into a store	47%	49%	52%

- a. I want to be able to shop online seamlessly across my devices (e.g. smartphone, tablet, and computer)

	3/29-30, 2022	3/28-29, 2023	5/30-31, 2024
Strongly agree	29%	30%	33%
Somewhat agree	33%	37%	34%
Neither agree nor disagree	27%	21%	24%
Somewhat disagree	7%	7%	5%
Strongly disagree	5%	5%	5%
<i>Agree (Net)</i>	<i>62%</i>	<i>67%</i>	<i>66%</i>
<i>Disagree (Net)</i>	<i>11%</i>	<i>12%</i>	<i>10%</i>

- b. When talking to customer service or a sales representative in person, I expect better and faster service than other channels like phone, email, or online chat

	3/29-30, 2022	3/28-29, 2023	5/30-31, 2024
Strongly agree	31%	26%	36%
Somewhat agree	40%	40%	38%
Neither agree nor disagree	21%	24%	18%
Somewhat disagree	6%	8%	5%
Strongly disagree	3%	2%	2%
<i>Agree (Net)</i>	<i>70%</i>	<i>66%</i>	<i>74%</i>
<i>Disagree (Net)</i>	<i>9%</i>	<i>10%</i>	<i>8%</i>





## PUBLIC POLL FINDINGS AND METHODOLOGY

6. When thinking about your shopping preferences, how much do you agree or disagree with the following statements? (Continued)

c. I am more likely to remember a negative shopping experience than a positive one

	<b>3/29-30, 2022</b>	<b>3/28-29, 2023</b>	<b>5/30-31, 2024</b>
Strongly agree	26%	22%	27%
Somewhat agree	36%	37%	37%
Neither agree nor disagree	28%	27%	25%
Somewhat disagree	8%	10%	8%
Strongly disagree	2%	4%	3%
<i>Agree (Net)</i>	<i>62%</i>	<i>59%</i>	<i>64%</i>
<i>Disagree (Net)</i>	<i>10%</i>	<i>14%</i>	<i>11%</i>

d. I prefer talking to customer service via phone than over email or online chat

	<b>3/29-30, 2022</b>	<b>3/28-29, 2023</b>	<b>5/30-31, 2024</b>
Strongly agree	27%	25%	30%
Somewhat agree	28%	28%	27%
Neither agree nor disagree	24%	21%	22%
Somewhat disagree	15%	17%	14%
Strongly disagree	7%	9%	7%
<i>Agree (Net)</i>	<i>55%</i>	<i>53%</i>	<i>57%</i>
<i>Disagree (Net)</i>	<i>22%</i>	<i>26%</i>	<i>21%</i>

e. I want to be able to shop online and in person seamlessly

	<b>3/29-30, 2022</b>	<b>5/30-31, 2024</b>
Strongly agree	34%	36%
Somewhat agree	39%	35%
Neither agree nor disagree	21%	21%
Somewhat disagree	3%	5%
Strongly disagree	3%	2%
<i>Agree (Net)</i>	<i>73%</i>	<i>71%</i>
<i>Disagree (Net)</i>	<i>6%</i>	<i>7%</i>

f. I usually look online to see if an item is in stock before going into a store

	<b>3/29-30, 2022</b>	<b>3/28-29, 2023</b>	<b>5/30-31, 2024</b>
Strongly agree	18%	16%	19%
Somewhat agree	29%	33%	33%
Neither agree nor disagree	27%	26%	20%
Somewhat disagree	15%	15%	17%
Strongly disagree	11%	10%	11%
<i>Agree (Net)</i>	<i>47%</i>	<i>49%</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>26%</i>	<i>25%</i>	<i>28%</i>





## PUBLIC POLL FINDINGS AND METHODOLOGY

7. How important, if at all, is a positive employee interaction to you during a retail shopping experience? Please rate the importance on a scale from 1 to 10, where 1 means it is not at all important to you, and 10 means it is extremely important. You may use any number from 1-10.

	<b>3/29-30, 2022</b>	<b>5/30-31, 2024</b>
10 – Extremely important	29%	28%
9	12%	10%
8	19%	23%
7	15%	14%
6	8%	10%
5	8%	8%
4	2%	1%
3	2%	1%
2	1%	1%
1 – Not important at all	3%	2%
Don't know	3%	2%
Mean	7.8	7.8





## PUBLIC POLL FINDINGS AND METHODOLOGY

### About the Study

These are some of the findings of the ninety-sixth and a half wave of an Ipsos poll conducted between May 30-31, 2024. For this survey, a sample of 1,086 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



## PUBLIC POLL FINDINGS AND METHODOLOGY

- 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





## PUBLIC POLL FINDINGS AND METHODOLOGY

- 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 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.





## PUBLIC POLL FINDINGS AND METHODOLOGY

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=1,086, 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, eighty-ninth, ninetieth, ninety-first, ninety-second, ninety-third, ninety-third and a half, ninety-fourth, ninety-fifth, and ninety-sixth 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](mailto:mallory.newall@ipsos.com)





## PUBLIC POLL FINDINGS AND METHODOLOGY

### 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](http://www.ipsos.com)

