



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior

Washington, DC, June 28, 2024

1. At this moment, how satisfied or dissatisfied are you with...

Total Satisfied Summary

	6/21-22, 2023 (N=1,109)	6/25-26, 2024 (N=1,085)
Your family life	81%	83%
[ASKED IF EMPLOYED] The work that you do	82% (N=580)	82% (N=591)
Your home	80%	81%
Life in general	81%	79%
[ASKED IF EMPLOYED] Your commute	75% (N=580)	78% (N=591)
[ASKED IF EMPLOYED] The company you work for	78% (N=580)	77% (N=591)
The car you drive	76%	77%
Your kitchen	76%	76%
[ASKED IF EMPLOYED] Your boss or manager	73% (N=580)	74% (N=591)
Your income	58%	62%

a. Your home

	6/21-22, 2023	6/25-26, 2024
Very satisfied	42%	46%
Somewhat satisfied	38%	35%
Somewhat dissatisfied	12%	13%
Very dissatisfied	6%	4%
Don't know/Not applicable	2%	2%
<i>Satisfied (Net)</i>	80%	81%
<i>Dissatisfied (Net)</i>	18%	17%

b. **[IF EMPLOYED]** The work that you do

	6/21-22, 2023 (N=580)	6/25-26, 2024 (N=591)
Very satisfied	42%	48%
Somewhat satisfied	40%	34%
Somewhat dissatisfied	11%	11%
Very dissatisfied	4%	4%
Don't know/Not applicable	4%	3%
<i>Satisfied (Net)</i>	82%	82%
<i>Dissatisfied (Net)</i>	15%	14%



PUBLIC POLL FINDINGS AND METHODOLOGY

1. At this moment, how satisfied or dissatisfied are you with... (Continued)

c. **[IF EMPLOYED]** Your boss or manager

	6/21-22, 2023 (N=580)	6/25-26, 2024 (N=591)
Very satisfied	36%	43%
Somewhat satisfied	36%	31%
Somewhat dissatisfied	13%	13%
Very dissatisfied	5%	5%
Don't know/Not applicable	9%	8%
<i>Satisfied (Net)</i>	<i>73%</i>	<i>74%</i>
<i>Dissatisfied (Net)</i>	<i>18%</i>	<i>18%</i>

d. **[IF EMPLOYED]** The company you work for

	6/21-22, 2023 (N=580)	6/25-26, 2024 (N=591)
Very satisfied	40%	41%
Somewhat satisfied	38%	36%
Somewhat dissatisfied	12%	15%
Very dissatisfied	5%	5%
Don't know/Not applicable	4%	4%
<i>Satisfied (Net)</i>	<i>78%</i>	<i>77%</i>
<i>Dissatisfied (Net)</i>	<i>17%</i>	<i>20%</i>

e. Your income

	6/21-22, 2023	6/25-26, 2024
Very satisfied	22%	22%
Somewhat satisfied	37%	40%
Somewhat dissatisfied	21%	19%
Very dissatisfied	17%	17%
Don't know/Not applicable	3%	2%
<i>Satisfied (Net)</i>	<i>58%</i>	<i>62%</i>
<i>Dissatisfied (Net)</i>	<i>38%</i>	<i>36%</i>

f. Your family life

	6/21-22, 2023	6/25-26, 2024
Very satisfied	49%	50%
Somewhat satisfied	32%	32%
Somewhat dissatisfied	11%	12%
Very dissatisfied	5%	3%
Don't know/Not applicable	4%	2%
<i>Satisfied (Net)</i>	<i>81%</i>	<i>83%</i>
<i>Dissatisfied (Net)</i>	<i>16%</i>	<i>15%</i>



PUBLIC POLL FINDINGS AND METHODOLOGY

1. At this moment, how satisfied or dissatisfied are you with... (Continued)

g. The car you drive

	6/21-22, 2023	6/25-26, 2024
Very satisfied	43%	46%
Somewhat satisfied	33%	31%
Somewhat dissatisfied	7%	9%
Very dissatisfied	4%	5%
Don't know/Not applicable	12%	9%
Satisfied (Net)	76%	77%
Dissatisfied (Net)	12%	14%

h. Your kitchen

	6/21-22, 2023	6/25-26, 2024
Very satisfied	36%	37%
Somewhat satisfied	40%	38%
Somewhat dissatisfied	16%	16%
Very dissatisfied	7%	6%
Don't know/Not applicable	1%	2%
Satisfied (Net)	76%	76%
Dissatisfied (Net)	23%	23%

i. **[IF EMPLOYED]** Your commute

	6/21-22, 2023 (N=580)	6/25-26, 2024 (N=591)
Very satisfied	46%	45%
Somewhat satisfied	29%	33%
Somewhat dissatisfied	11%	14%
Very dissatisfied	5%	4%
Don't know/Not applicable	8%	4%
Satisfied (Net)	75%	78%
Dissatisfied (Net)	16%	18%

j. Life in general

	6/21-22, 2023	6/25-26, 2024
Very satisfied	39%	38%
Somewhat satisfied	42%	41%
Somewhat dissatisfied	13%	13%
Very dissatisfied	4%	6%
Don't know/Not applicable	2%	2%
Satisfied (Net)	81%	79%
Dissatisfied (Net)	17%	19%



PUBLIC POLL FINDINGS AND METHODOLOGY

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
6/25-26, 2024 (N=591)	59%	18%	23%
6/11-12, 2024 (N=639)	59%	20%	21%
5/30-31, 2024 (N=612)	56%	21%	23%
5/14-15, 2024 (N=583)	55%	19%	27%
4/30-5/1, 2024 (N=550)	51%	20%	29%
4/16-17, 2024 (N=531)	51%	21%	28%
4/2-3, 2024 (N=573)	53%	20%	26%
3/19-20, 2024 (N=614)	52%	20%	27%
3/5-6, 2024 (N=526)	56%	19%	25%
2/21-22, 2024 (N=555)	50%	23%	26%
2/6-7, 2024 (N=554)	52%	21%	27%
1/23-24, 2024 (N=551)	47%	21%	32%
1/9-10, 2024 (N=574)	51%	17%	32%
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

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

	Working at my workplace only	Working from home only	Working both from home and at my workplace
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%

3. Thinking about your recent **in**-store shopping experiences, how much do you agree or disagree with the following statements?

Total Agree Summary

	6/25-26, 2024
I often feel like I could get better discounts online	72%
I'm finding a lot of the products I want are out-of-stock	50%
There seem to be more sales in stores recently	48%
If a store offers a buy now, pay later option, I am more likely to purchase something there	35%
I am seeing lower prices in stores these days, compared to earlier this year	29%





PUBLIC POLL FINDINGS AND METHODOLOGY

3. Thinking about your recent **in**-store shopping experiences, how much do you agree or disagree with the following statements? (*Continued*)

a. I am seeing lower prices in stores these days, compared to earlier this year

	6/25-26, 2024
Strongly agree	8%
Somewhat agree	21%
Somewhat disagree	30%
Strongly disagree	34%
Don't know	7%
<i>Agree (Net)</i>	<i>29%</i>
<i>Disagree (Net)</i>	<i>64%</i>

b. I often feel like I could get better discounts online

	6/25-26, 2024
Strongly agree	21%
Somewhat agree	51%
Somewhat disagree	15%
Strongly disagree	6%
Don't know	8%
<i>Agree (Net)</i>	<i>72%</i>
<i>Disagree (Net)</i>	<i>21%</i>

c. There seem to be more sales in stores recently

	6/25-26, 2024
Strongly agree	12%
Somewhat agree	36%
Somewhat disagree	30%
Strongly disagree	11%
Don't know	11%
<i>Agree (Net)</i>	<i>48%</i>
<i>Disagree (Net)</i>	<i>41%</i>

d. I'm finding a lot of the products I want are out-of-stock

	6/25-26, 2024
Strongly agree	14%
Somewhat agree	36%
Somewhat disagree	34%
Strongly disagree	12%
Don't know	4%
<i>Agree (Net)</i>	<i>50%</i>
<i>Disagree (Net)</i>	<i>46%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

3. Thinking about your recent **in**-store shopping experiences, how much do you agree or disagree with the following statements? (*Continued*)

e. If a store offers a buy now, pay later option, I am more likely to purchase something there

	6/25-26, 2024
Strongly agree	11%
Somewhat agree	24%
Somewhat disagree	21%
Strongly disagree	39%
Don't know	5%
<i>Agree (Net)</i>	<i>35%</i>
<i>Disagree (Net)</i>	<i>60%</i>

4. Still thinking about your shopping experiences, how often do you shop at shopping malls (i.e., large shopping centers anchored by department stores)?

	6/25-26, 2024
Often	10%
Sometimes	37%
Rarely	42%
Never	11%
<i>Often/Sometimes (Net)</i>	<i>47%</i>
<i>Rarely/Never (Net)</i>	<i>53%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

5. **[ASKED IF Q4 ≠ NEVER]** Which of the following are the main reasons why you shop at shopping malls? You may select up to three.

	6/25-26, 2024 (N=951)
To visit a specific store	47%
Sales or discounts	31%
Variety	27%
To try items I am interested in purchasing (i.e., clothes, shoes, makeup, etc.)	25%
Convenience	24%
Window shopping	20%
Social interaction/hanging out with friends or family	16%
It's climate-controlled	14%
It's accessible for me	12%
To use movie theaters or other entertainment experiences onsite	9%
It's a safe shopping environment	7%
Attending special, in-store events	4%
Other	1%
None of these	4%

6. **[ASKED IF Q4 = NEVER]** When was the last time you shopped at a shopping mall? Your best estimate is fine.

	6/25-26, 2024 (N=134)
Less than a year ago	9%
1-2 years ago	12%
3-4 years ago	24%
5 years ago	6%
More than 5 years ago	50%





PUBLIC POLL FINDINGS AND METHODOLOGY

7. Do you usually tip workers at the following types of businesses/services, or not?

Yes Summary

	6/21-22, 2023	6/25-26, 2024
Restaurant sit down/dine-in	87%	90%
Hair/beauty salon or spa	60%	71%
Food delivery apps (e.g., Uber Eats, DoorDash)	50%	59%
Coffee shop sit down/dine-in	51%	58%
Taxi or rideshare	43%	56%
Restaurant take-out	43%	46%
Hotel cleaning staff	37%	40%
Personal service providers such as home cleaning service, garden/yard service	27%	35%
Coffee shop take-out	30%	30%

No Summary

	6/21-22, 2023	6/25-26, 2024
Restaurant take-out	45%	48%
Coffee shop take-out	41%	48%
Hotel cleaning staff	30%	40%
Personal service providers such as home cleaning service, garden/yard service	26%	27%
Coffee shop sit down/dine-in	21%	24%
Taxi or rideshare	16%	18%
Hair/beauty salon or spa	15%	16%
Food delivery apps (e.g., Uber Eats, DoorDash)	10%	12%
Restaurant sit down/dine-in	5%	7%

8. Which of the following best describes whether you decide to tip or not? Please select the statement that comes closest to your view, even if neither is exactly right.

	6/21-22, 2023	6/25-26, 2024
I always or almost always tip workers for services I receive	55%	55%
I make a choice to tip workers depending on the quality of service	45%	45%

9. When it comes to tipping, which of the following best describes how you generally feel?

	6/25-26, 2024
I feel that I tip more than I should	25%
I feel that I tip the right amount	69%
I feel that I tip less than I should	6%



PUBLIC POLL FINDINGS AND METHODOLOGY

10. How familiar, if at all, are you with the concept of artificial intelligence?

	Very familiar	Somewhat familiar	Not very familiar	Not at all familiar	Don't know	Familiar (Net)	Not familiar (Net)
6/25-26, 2024	24%	49%	19%	7%	1%	73%	26%
6/11-12, 2024	25%	48%	19%	6%	1%	73%	26%
4/16-17, 2024	24%	42%	20%	12%	2%	66%	32%
3/19-20, 2024	23%	47%	21%	9%	1%	70%	29%
3/5-6, 2024	22%	46%	21%	9%	3%	67%	30%
2/21-22, 2024	18%	52%	19%	10%	1%	70%	28%
2/6-7, 2024	20%	46%	19%	12%	3%	67%	31%
1/23-24, 2024	19%	47%	22%	10%	2%	66%	32%
12/5-6, 2023	20%	52%	17%	9%	3%	72%	25%
11/7-8, 2023	21%	47%	21%	9%	2%	68%	31%
10/24-25, 2023	17%	49%	20%	10%	3%	67%	30%
10/10-11, 2023	22%	47%	18%	10%	4%	68%	28%
9/26-27, 2023	21%	50%	19%	9%	2%	71%	27%
9/12-13, 2023	21%	48%	19%	9%	2%	70%	28%
8/29-30, 2023	20%	49%	20%	9%	2%	69%	29%
8/15-16, 2023	25%	43%	24%	7%	2%	68%	31%
8/1-2, 2023	20%	52%	17%	8%	3%	71%	25%
7/18-19, 2023	19%	45%	25%	10%	1%	64%	35%
6/21-22, 2023	20%	48%	20%	8%	3%	69%	28%
6/6-7, 2023	21%	52%	18%	7%	1%	73%	26%
5/23-24, 2023	21%	47%	19%	7%	5%	69%	26%
5/9-10, 2023	17%	48%	24%	9%	3%	65%	32%

11. [ASKED IF Q10 = VERY, SOMEWHAT, OR NOT VERY FAMILIAR] When thinking about generative AI tools like Chatbots, content or image generators, or assistants, which of the following, if any, keep you from using it more than you currently do:

	6/25-26, 2024 (N=1,004)
I don't have any need for these tools	33%
I don't trust these tools to provide accurate or useful results	26%
I don't see the benefit of using them	19%
I don't understand how to use these tools	17%
I can't afford these tools	10%
I don't have access to these tools	9%
I have never heard of these tools	7%
Other	3%
Don't know /None of these	20%



PUBLIC POLL FINDINGS AND METHODOLOGY

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

Total Agree Summary

	1/23-24, 2024	2/6-7, 2024	2/21-22, 2024	3/5-6, 2024	3/19-20, 2024	4/2-3, 2024	4/16-17, 2024	4/30-5/1, 2024	5/14-15, 2024	6/11-12, 2024	6/25-26, 2024
I am hopeful for my future	80%	84%	84%	79%	83%	84%	80%	81%	82%	81%	87%
The world today is changing too fast	75%	77%	81%	80%	81%	76%	74%	77%	78%	77%	77%
I tend to buy brands that reflect my personal values	69%	70%	70%	66%	69%	66%	73%	64%	66%	73%	70%
My religion or faith is very important to me	64%	63%	68%	65%	68%	65%	60%	63%	65%	68%	65%
Being a fan of sports is very important to me	49%	51%	53%	53%	49%	53%	48%	49%	54%	53%	48%

a. The world today is changing too fast

	1/23-24, 2024	2/6-7, 2024	2/21-22, 2024	3/5-6, 2024	3/19-20, 2024	4/2-3, 2024	4/16-17, 2024	4/30-5/1, 2024	5/14-15, 2024	6/11-12, 2024	6/25-26, 2024
Strongly agree	33%	35%	39%	33%	37%	38%	34%	37%	40%	33%	36%
Somewhat agree	42%	42%	42%	47%	44%	38%	40%	39%	39%	43%	41%
Somewhat disagree	15%	15%	14%	13%	12%	16%	19%	16%	15%	16%	15%
Strongly disagree	5%	5%	3%	4%	3%	5%	5%	4%	3%	5%	4%
Don't know	4%	3%	3%	3%	4%	2%	2%	3%	3%	3%	4%
Agree (Net)	75%	77%	81%	80%	81%	76%	74%	77%	78%	77%	77%
Disagree (Net)	21%	20%	16%	17%	15%	22%	24%	20%	19%	20%	18%

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

	1/23-24, 2024	2/6-7, 2024	2/21-22, 2024	3/5-6, 2024	3/19-20, 2024	4/2-3, 2024	4/16-17, 2024	4/30-5/1, 2024	5/14-15, 2024	6/11-12, 2024	6/25-26, 2024
Strongly agree	21%	21%	24%	25%	20%	22%	18%	22%	25%	24%	22%
Somewhat agree	28%	31%	29%	28%	28%	31%	30%	27%	29%	29%	26%
Somewhat disagree	20%	19%	17%	17%	18%	16%	19%	18%	18%	22%	18%
Strongly disagree	29%	27%	29%	28%	31%	30%	31%	31%	26%	24%	30%
Don't know	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	3%
Agree (Net)	49%	51%	53%	53%	49%	53%	48%	49%	54%	53%	48%
Disagree (Net)	49%	46%	46%	45%	49%	46%	50%	49%	44%	46%	49%



PUBLIC POLL FINDINGS AND METHODOLOGY

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

c. My religion or faith is very important to me

	1/23-24, 2024	2/6-7, 2024	2/21-22, 2024	3/5-6, 2024	3/19-20, 2024	4/2-3, 2024	4/16-17, 2024	4/30-5/1, 2024	5/14-15, 2024	6/11-12, 2024	6/25-26, 2024
Strongly agree	36%	34%	41%	37%	36%	37%	34%	37%	40%	38%	37%
Somewhat agree	27%	30%	27%	28%	32%	28%	26%	26%	26%	29%	28%
Somewhat disagree	14%	15%	15%	14%	14%	15%	14%	14%	15%	14%	11%
Strongly disagree	20%	20%	15%	18%	15%	18%	22%	21%	17%	15%	21%
Don't know	3%	2%	3%	3%	3%	2%	3%	2%	3%	4%	3%
Agree (Net)	64%	63%	68%	65%	68%	65%	60%	63%	65%	68%	65%
Disagree (Net)	33%	35%	29%	32%	28%	33%	37%	35%	31%	29%	33%

d. I am hopeful for my future

	1/23-24, 2024	2/6-7, 2024	2/21-22, 2024	3/5-6, 2024	3/19-20, 2024	4/2-3, 2024	4/16-17, 2024	4/30-5/1, 2024	5/14-15, 2024	6/11-12, 2024	6/25-26, 2024
Strongly agree	33%	35%	43%	35%	37%	43%	42%	37%	42%	34%	40%
Somewhat agree	47%	49%	42%	44%	47%	41%	38%	44%	39%	48%	47%
Somewhat disagree	11%	8%	8%	12%	10%	9%	12%	10%	11%	10%	8%
Strongly disagree	5%	5%	5%	5%	3%	4%	6%	6%	4%	5%	3%
Don't know	4%	4%	3%	4%	3%	2%	3%	3%	3%	4%	2%
Agree (Net)	80%	84%	84%	79%	83%	84%	80%	81%	82%	81%	87%
Disagree (Net)	17%	13%	13%	17%	13%	13%	18%	16%	15%	15%	11%

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

	1/23-24, 2024	2/6-7, 2024	2/21-22, 2024	3/5-6, 2024	3/19-20, 2024	4/2-3, 2024	4/16-17, 2024	4/30-5/1, 2024	5/14-15, 2024	6/11-12, 2024	6/25-26, 2024
Strongly agree	19%	19%	20%	19%	19%	19%	22%	19%	22%	21%	21%
Somewhat agree	50%	52%	50%	46%	50%	48%	52%	45%	44%	52%	49%
Somewhat disagree	18%	18%	17%	19%	18%	21%	15%	20%	22%	16%	18%
Strongly disagree	8%	6%	6%	8%	6%	6%	5%	8%	7%	6%	6%
Don't know	5%	6%	7%	7%	7%	7%	6%	9%	6%	6%	6%
Agree (Net)	69%	70%	70%	66%	69%	66%	73%	64%	66%	73%	70%
Disagree (Net)	26%	24%	23%	28%	24%	27%	21%	27%	28%	21%	24%



PUBLIC POLL FINDINGS AND METHODOLOGY

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

Total Familiar Summary

	6/25-26, 2024
Justin Timberlake being arrested and charged with driving while intoxicated	55%
President Biden announcing a pathway to citizenship for some immigrants who are married to U.S. citizens	49%
The U.S. Surgeon General urging a tobacco-style warning be required on social media sites due to potential harm to teens' mental health	38%
AI chip maker Nvidia surpassing Apple as the world's most valuable company	31%
Team USA beating Pakistan in Cricket's T20 World Cup competition	22%

a. AI chip maker Nvidia surpassing Apple as the world's most valuable company

	6/25-26, 2024
Very familiar	12%
Somewhat familiar	19%
Heard of it, but that's it	19%
Never heard of it	50%
Familiar (Net)	31%
Not Familiar (Net)	69%

b. Justin Timberlake being arrested and charged with driving while intoxicated

	6/25-26, 2024
Very familiar	26%
Somewhat familiar	29%
Heard of it, but that's it	25%
Never heard of it	20%
Familiar (Net)	55%
Not Familiar (Net)	45%

c. Team USA beating Pakistan in Cricket's T20 World Cup competition

	6/25-26, 2024
Very familiar	7%
Somewhat familiar	15%
Heard of it, but that's it	17%
Never heard of it	61%
Familiar (Net)	22%
Not Familiar (Net)	78%



PUBLIC POLL FINDINGS AND METHODOLOGY

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

- d. The U.S. Surgeon General urging a tobacco-style warning be required on social media sites due to potential harm to teens' mental health

	6/25-26, 2024
Very familiar	15%
Somewhat familiar	23%
Heard of it, but that's it	24%
Never heard of it	38%
<i>Familiar (Net)</i>	<i>38%</i>
<i>Not Familiar (Net)</i>	<i>62%</i>

- e. President Biden announcing a pathway to citizenship for some immigrants who are married to U.S. citizens

	6/25-26, 2024
Very familiar	18%
Somewhat familiar	31%
Heard of it, but that's it	26%
Never heard of it	25%
<i>Familiar (Net)</i>	<i>49%</i>
<i>Not Familiar (Net)</i>	<i>51%</i>

13. 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. AI chip maker Nvidia surpassing Apple as the world's most valuable company

	6/25-26, 2024
I care a lot	13%
I care a little	32%
I don't care at all	45%
Don't know	9%

- b. Justin Timberlake being arrested and charged with driving while intoxicated

	6/25-26, 2024
I care a lot	7%
I care a little	18%
I don't care at all	70%
Don't know	4%



PUBLIC POLL FINDINGS AND METHODOLOGY

13. 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*)

c. Team USA beating Pakistan in Cricket's T20 World Cup competition

	6/25-26, 2024
I care a lot	8%
I care a little	23%
I don't care at all	61%
Don't know	8%

d. The U.S. Surgeon General urging a tobacco-style warning be required on social media sites due to potential harm to teens' mental health

	6/25-26, 2024
I care a lot	31%
I care a little	38%
I don't care at all	23%
Don't know	8%

e. President Biden announcing a pathway to citizenship for some immigrants who are married to U.S. citizens

	6/25-26, 2024
I care a lot	39%
I care a little	36%
I don't care at all	18%
Don't know	6%





PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are some of the findings of the ninety-seventh wave of an Ipsos poll conducted between June 25-26, 2024. For this survey, a sample of 1,085 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 ninety-seventh wave was conducted June 11-12, 2024 among 1,085 adults
- The ninety-eighth wave was conducted June 25-26, 2024 among 1,085 adults

The 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=1,085, 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.





PUBLIC POLL FINDINGS AND METHODOLOGY

- The fifty-second, fifty-third, fifty-fourth, fifty-fifth, fifty-sixth, fifty-seventh, fifty-eighth, fifty-ninth, sixtieth, sixty-first, sixty-second, sixty-third, sixty-fourth, sixty-fifth, sixty-sixth, sixty-seventh, sixty-eighth, sixty-ninth, seventieth, seventy-first, seventy-second, seventy-third, seventy-fourth, seventy-fifth, seventy-sixth, seventy-seventh, seventy-eighth, seventy-ninth, eightieth, eighty-first, eighty-second, eighty-third, eighty-fourth, eighty-fifth, eighty-sixth, eighty-seventh, eighty-eighth, eighty-eighth and a half, eighty-ninth, ninetieth, ninety-first, ninety-second, ninety-third, ninety-third and a half, ninety-fourth, ninety-fifth, ninety-sixth, ninety-sixth and a half, and ninety-seventh 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





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

