



# PUBLIC POLL FINDINGS AND METHODOLOGY

## Ipsos Poll on Consumer Behavior

Washington, DC, August 9, 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
8/6-7, 2024 (N=599)	58%	16%	26%
7/23-24, 2024 (N=603)	49%	21%	30%
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%



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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. When thinking about dining, are you doing the following more, less, or about the same as you were at the start of this year?

### Total More Summary

	<b>8/6-7, 2024 (N=1,085)</b>
Cooking dinner at home	45%
Making lunch at home	38%
Getting dinner from take out or delivery	9%
Getting lunch from take out or delivery	9%
Having dinner at a fast food restaurant	8%
Having dinner at a sit-down restaurant	8%
Having lunch at a fast food restaurant	7%
Having lunch at a sit-down restaurant	7%
Getting breakfast from take out or delivery	7%
Having coffee at a coffee shop	7%

### Total Less Summary

	<b>8/6-7, 2024</b>
Having dinner at a sit-down restaurant	36%
Having lunch at a fast food restaurant	36%
Having dinner at a fast food restaurant	34%
Having lunch at a sit-down restaurant	33%
Getting lunch from take out or delivery	31%
Getting dinner from take out or delivery	30%
Getting breakfast from take out or delivery	29%
Having coffee at a coffee shop	27%
Cooking dinner at home	7%
Making lunch at home	7%

- a. Having dinner at a fast food restaurant

	<b>8/6-7, 2024</b>
More	8%
About the same	39%
Less	34%
I don't tend to do this activity	18%
I don't know	1%

- b. Having dinner at a sit-down restaurant

	<b>8/6-7, 2024</b>
More	8%
About the same	46%
Less	36%
I don't tend to do this activity	9%
I don't know	1%





## PUBLIC POLL FINDINGS AND METHODOLOGY

2. When thinking about dining, are you doing the following more, less, or about the same as you were at the start of this year? *(Continued)*

c. Getting dinner from take out or delivery

	<b>8/6-7, 2024</b>
More	9%
About the same	45%
Less	30%
I don't tend to do this activity	15%
I don't know	1%

d. Having lunch at a fast food restaurant

	<b>8/6-7, 2024</b>
More	7%
About the same	36%
Less	36%
I don't tend to do this activity	19%
I don't know	3%

e. Having lunch at a sit-down restaurant

	<b>8/6-7, 2024</b>
More	7%
About the same	40%
Less	33%
I don't tend to do this activity	18%
I don't know	2%

f. Getting lunch from take out or delivery

	<b>8/6-7, 2024</b>
More	9%
About the same	35%
Less	31%
I don't tend to do this activity	24%
I don't know	1%

g. Getting breakfast from take out or delivery

	<b>8/6-7, 2024</b>
More	7%
About the same	27%
Less	29%
I don't tend to do this activity	36%
I don't know	1%



## PUBLIC POLL FINDINGS AND METHODOLOGY

2. When thinking about dining, are you doing the following more, less, or about the same as you were at the start of this year? *(Continued)*

h. Having coffee at a coffee shop

	<b>8/6-7, 2024</b>
More	7%
About the same	30%
Less	27%
I don't tend to do this activity	34%
I don't know	2%

i. Cooking dinner at home

	<b>8/6-7, 2024</b>
More	45%
About the same	45%
Less	7%
I don't tend to do this activity	3%
I don't know	1%

j. Making lunch at home

	<b>8/6-7, 2024</b>
More	38%
About the same	49%
Less	7%
I don't tend to do this activity	5%
I don't know	1%





## PUBLIC POLL FINDINGS AND METHODOLOGY

### 3. What is the main reason you are doing the following dining activities less?

*Base: Selected “Less” for items in Q2; base varies for each item*

#### a. Having dinner at a fast food restaurant

	<b>8/6-7, 2024 (N=405)</b>
It costs more than it used to	28%
I can no longer afford it	20%
I am choosing to spend money on necessities rather than on splurges	15%
The experience doesn't justify the extra cost	5%
I don't think I'm getting the value I used to	6%
My habits and routines have changed (i.e., changes in school/work hours or locations)	8%
It's easier to eat healthy at home	14%
The menu options don't meet my dietary requirements	3%
Other	1%

#### b. Having dinner at a sit-down restaurant

	<b>8/6-7, 2024 (N=418)</b>
It costs more than it used to	29%
I can no longer afford it	23%
I am choosing to spend money on necessities rather than on splurges	20%
The experience doesn't justify the extra cost	9%
I don't think I'm getting the value I used to	6%
My habits and routines have changed (i.e., changes in school/work hours or locations)	5%
It's easier to eat healthy at home	4%
The menu options don't meet my dietary requirements	4%
Other	*



## PUBLIC POLL FINDINGS AND METHODOLOGY

### 3. What is the main reason you are doing the following dining activities less? (Continued)

#### c. Getting dinner from take out or delivery

	<b>8/6-7, 2024 (N=351)</b>
It costs more than it used to	26%
I can no longer afford it	26%
I am choosing to spend money on necessities rather than on splurges	15%
The experience doesn't justify the extra cost	6%
I don't think I'm getting the value I used to	6%
My habits and routines have changed (i.e., changes in school/work hours or locations)	5%
It's easier to eat healthy at home	14%
The menu options don't meet my dietary requirements	1%
Other	*

#### d. Having lunch at a fast food restaurant

	<b>8/6-7, 2024 (N=399)</b>
It costs more than it used to	27%
I can no longer afford it	19%
I am choosing to spend money on necessities rather than on splurges	15%
The experience doesn't justify the extra cost	7%
I don't think I'm getting the value I used to	5%
My habits and routines have changed (i.e., changes in school/work hours or locations)	6%
It's easier to eat healthy at home	14%
The menu options don't meet my dietary requirements	3%
Other	2%





## PUBLIC POLL FINDINGS AND METHODOLOGY

### 3. What is the main reason you are doing the following dining activities less? (Continued)

#### e. Having lunch at a sit-down restaurant

	<b>8/6-7, 2024 (N=405)</b>
It costs more than it used to	25%
I can no longer afford it	24%
I am choosing to spend money on necessities rather than on splurges	18%
The experience doesn't justify the extra cost	8%
I don't think I'm getting the value I used to	5%
My habits and routines have changed (i.e., changes in school/work hours or locations)	9%
It's easier to eat healthy at home	9%
The menu options don't meet my dietary requirements	1%
Other	*

#### f. Getting lunch from take out or delivery

	<b>8/6-7, 2024 (N=362)</b>
It costs more than it used to	28%
I can no longer afford it	21%
I am choosing to spend money on necessities rather than on splurges	16%
The experience doesn't justify the extra cost	6%
I don't think I'm getting the value I used to	7%
My habits and routines have changed (i.e., changes in school/work hours or locations)	9%
It's easier to eat healthy at home	9%
The menu options don't meet my dietary requirements	4%
Other	*







## PUBLIC POLL FINDINGS AND METHODOLOGY

### 3. What is the main reason you are doing the following dining activities less? (Continued)

#### g. Getting breakfast from take out or delivery

	<b>8/6-7, 2024 (N=332)</b>
It costs more than it used to	24%
I can no longer afford it	21%
I am choosing to spend money on necessities rather than on splurges	17%
The experience doesn't justify the extra cost	5%
I don't think I'm getting the value I used to	5%
My habits and routines have changed (i.e., changes in school/work hours or locations)	10%
It's easier to eat healthy at home	15%
The menu options don't meet my dietary requirements	2%
Other	1%

#### h. Having coffee at a coffee shop

	<b>8/6-7, 2024 (N=293)</b>
It costs more than it used to	22%
I can no longer afford it	17%
I am choosing to spend money on necessities rather than on splurges	23%
The experience doesn't justify the extra cost	13%
I don't think I'm getting the value I used to	3%
My habits and routines have changed (i.e., changes in school/work hours or locations)	9%
It's easier to eat healthy at home	7%
The menu options don't meet my dietary requirements	3%
Other	2%





## PUBLIC POLL FINDINGS AND METHODOLOGY

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

	Very familiar	Somewhat familiar	Not very familiar	Not at all familiar	Don't know	<i>Familiar (Net)</i>	<i>Not familiar (Net)</i>
<b>8/6-7, 2024</b>	22%	54%	16%	6%	2%	76%	22%
<b>6/25-26, 2024</b>	24%	49%	19%	7%	1%	73%	26%
<b>6/11-12, 2024</b>	25%	48%	19%	6%	1%	73%	26%
<b>4/16-17, 2024</b>	24%	42%	20%	12%	2%	66%	32%
<b>3/19-20, 2024</b>	23%	47%	21%	9%	1%	70%	29%
<b>3/5-6, 2024</b>	22%	46%	21%	9%	3%	67%	30%
<b>2/21-22, 2024</b>	18%	52%	19%	10%	1%	70%	28%
<b>2/6-7, 2024</b>	20%	46%	19%	12%	3%	67%	31%
<b>1/23-24, 2024</b>	19%	47%	22%	10%	2%	66%	32%
<b>12/5-6, 2023</b>	20%	52%	17%	9%	3%	72%	25%
<b>11/7-8, 2023</b>	21%	47%	21%	9%	2%	68%	31%
<b>10/24-25, 2023</b>	17%	49%	20%	10%	3%	67%	30%
<b>10/10-11, 2023</b>	22%	47%	18%	10%	4%	68%	28%
<b>9/26-27, 2023</b>	21%	50%	19%	9%	2%	71%	27%
<b>9/12-13, 2023</b>	21%	48%	19%	9%	2%	70%	28%
<b>8/29-30, 2023</b>	20%	49%	20%	9%	2%	69%	29%
<b>8/15-16, 2023</b>	25%	43%	24%	7%	2%	68%	31%
<b>8/1-2, 2023</b>	20%	52%	17%	8%	3%	71%	25%
<b>7/18-19, 2023</b>	19%	45%	25%	10%	1%	64%	35%
<b>6/21-22, 2023</b>	20%	48%	20%	8%	3%	69%	28%
<b>6/6-7, 2023</b>	21%	52%	18%	7%	1%	73%	26%
<b>5/23-24, 2023</b>	21%	47%	19%	7%	5%	69%	26%
<b>5/9-10, 2023</b>	17%	48%	24%	9%	3%	65%	32%



## PUBLIC POLL FINDINGS AND METHODOLOGY

5. **[ASKED IF FAMILIAR WITH AI]** Which of the following ways, if any, are you learning to use generative AI tools?

### Total Yes Summary

	<b>10/24-25, 2023 (N=968)</b>	<b>8/6-7, 2024 (N=1,000)</b>
Teaching yourself	52%	56%
Learning from social media or online tutorials	46%	47%
Learning from friends or family	40%	36%
<b>[ASKED IF EMPLOYED]</b> Being trained by your employer	24%	26%
Taking a course on AI	14%	17%

#### a. Taking a course on AI

	<b>10/24-25, 2023</b>	<b>8/6-7, 2024</b>
Yes	14%	17%
No	86%	83%

#### b. **[ASKED IF EMPLOYED]** Being trained by your employer

	<b>10/24-25, 2023 (N=500)</b>	<b>8/6-7, 2024 (N=567)</b>
Yes	24%	26%
No	76%	74%

#### c. Learning from friends or family

	<b>10/24-25, 2023</b>	<b>8/6-7, 2024</b>
Yes	40%	36%
No	60%	64%

#### d. Learning from social media or online tutorials

	<b>10/24-25, 2023</b>	<b>8/6-7, 2024</b>
Yes	46%	47%
No	54%	53%

#### e. Teaching yourself

	<b>10/24-25, 2023</b>	<b>8/6-7, 2024</b>
Yes	52%	56%
No	48%	44%





## PUBLIC POLL FINDINGS AND METHODOLOGY

6. **[ASKED IF FAMILIAR WITH AI]** How would you describe your level of skill or knowledge with generative AI tools?

	<b>10/24-25, 2023 (N=968)</b>	<b>8/6-7, 2024 (N=1,000)</b>
I am an expert	3%	3%
I have some knowledge	29%	36%
I have very little knowledge	45%	48%
I have no knowledge	23%	13%
<i>Expert/Some Knowledge (Net)</i>	<i>32%</i>	<i>39%</i>
<i>Very Little/No Knowledge (Net)</i>	<i>68%</i>	<i>61%</i>

7. Regardless of your current knowledge, how interested are you, if at all, in learning how to use generative AI tools?

	<b>10/24-25, 2023</b>	<b>8/6-7, 2024</b>
Very interested	15%	18%
Somewhat interested	40%	39%
Not very interested	24%	26%
Not at all interested	22%	17%
<i>Interested (Net)</i>	<i>55%</i>	<i>56%</i>
<i>Not Interested (Net)</i>	<i>45%</i>	<i>44%</i>

8. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right.

	<b>8/6-7, 2024</b>
AI will lead to widespread disinformation	54%
AI will lead to better tools or filters that reduce disinformation	46%

	<b>8/6-7, 2024</b>
On balance, AI will lead to jobs being lost	67%
On balance, AI will lead to jobs being created	33%





## PUBLIC POLL FINDINGS AND METHODOLOGY

9. 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	7/23-24, 2024	8/6-7, 2024
I am hopeful for my future	80%	84%	84%	79%	83%	84%	80%	81%	82%	81%	87%	78%	77%
The world today is changing too fast	75%	77%	81%	80%	81%	76%	74%	77%	78%	77%	77%	78%	77%
I tend to buy brands that reflect my personal values	69%	70%	70%	66%	69%	66%	73%	64%	66%	73%	70%	64%	67%
My religion or faith is very important to me	64%	63%	68%	65%	68%	65%	60%	63%	65%	68%	65%	63%	65%
Being a fan of sports is very important to me	49%	51%	53%	53%	49%	53%	48%	49%	54%	53%	48%	50%	49%

### 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	7/23-24, 2024	8/6-7, 2024
Strongly agree	33%	35%	39%	33%	37%	38%	34%	37%	40%	33%	36%	36%	31%
Somewhat agree	42%	42%	42%	47%	44%	38%	40%	39%	39%	43%	41%	42%	46%
Somewhat disagree	15%	15%	14%	13%	12%	16%	19%	16%	15%	16%	15%	14%	14%
Strongly disagree	5%	5%	3%	4%	3%	5%	5%	4%	3%	5%	4%	5%	7%
Don't know	4%	3%	3%	3%	4%	2%	2%	3%	3%	3%	4%	3%	3%
<b>Agree (Net)</b>	<b>75%</b>	<b>77%</b>	<b>81%</b>	<b>80%</b>	<b>81%</b>	<b>76%</b>	<b>74%</b>	<b>77%</b>	<b>78%</b>	<b>77%</b>	<b>77%</b>	<b>78%</b>	<b>77%</b>
<b>Disagree (Net)</b>	<b>21%</b>	<b>20%</b>	<b>16%</b>	<b>17%</b>	<b>15%</b>	<b>22%</b>	<b>24%</b>	<b>20%</b>	<b>19%</b>	<b>20%</b>	<b>18%</b>	<b>20%</b>	<b>20%</b>



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9. 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	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	7/23-24, 2024	8/6-7, 2024
Strongly agree	21%	21%	24%	25%	20%	22%	18%	22%	25%	24%	22%	22%	22%
Somewhat agree	28%	31%	29%	28%	28%	31%	30%	27%	29%	29%	26%	28%	27%
Somewhat disagree	20%	19%	17%	17%	18%	16%	19%	18%	18%	22%	18%	19%	19%
Strongly disagree	29%	27%	29%	28%	31%	30%	31%	31%	26%	24%	30%	29%	30%
Don't know	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	3%	2%	2%
<b>Agree (Net)</b>	<b>49%</b>	<b>51%</b>	<b>53%</b>	<b>53%</b>	<b>49%</b>	<b>53%</b>	<b>48%</b>	<b>49%</b>	<b>54%</b>	<b>53%</b>	<b>48%</b>	<b>50%</b>	<b>49%</b>
<b>Disagree (Net)</b>	<b>49%</b>	<b>46%</b>	<b>46%</b>	<b>45%</b>	<b>49%</b>	<b>46%</b>	<b>50%</b>	<b>49%</b>	<b>44%</b>	<b>46%</b>	<b>49%</b>	<b>48%</b>	<b>49%</b>

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	7/23-24, 2024	8/6-7, 2024
Strongly agree	36%	34%	41%	37%	36%	37%	34%	37%	40%	38%	37%	37%	36%
Somewhat agree	27%	30%	27%	28%	32%	28%	26%	26%	26%	29%	28%	26%	29%
Somewhat disagree	14%	15%	15%	14%	14%	15%	14%	14%	15%	14%	11%	16%	14%
Strongly disagree	20%	20%	15%	18%	15%	18%	22%	21%	17%	15%	21%	19%	17%
Don't know	3%	2%	3%	3%	3%	2%	3%	2%	3%	4%	3%	2%	4%
<b>Agree (Net)</b>	<b>64%</b>	<b>63%</b>	<b>68%</b>	<b>65%</b>	<b>68%</b>	<b>65%</b>	<b>60%</b>	<b>63%</b>	<b>65%</b>	<b>68%</b>	<b>65%</b>	<b>63%</b>	<b>65%</b>
<b>Disagree (Net)</b>	<b>33%</b>	<b>35%</b>	<b>29%</b>	<b>32%</b>	<b>28%</b>	<b>33%</b>	<b>37%</b>	<b>35%</b>	<b>31%</b>	<b>29%</b>	<b>33%</b>	<b>35%</b>	<b>32%</b>

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	7/23-24, 2024	8/6-7, 2024
Strongly agree	33%	35%	43%	35%	37%	43%	42%	37%	42%	34%	40%	38%	36%
Somewhat agree	47%	49%	42%	44%	47%	41%	38%	44%	39%	48%	47%	40%	41%
Somewhat disagree	11%	8%	8%	12%	10%	9%	12%	10%	11%	10%	8%	16%	15%
Strongly disagree	5%	5%	5%	5%	3%	4%	6%	6%	4%	5%	3%	4%	5%
Don't know	4%	4%	3%	4%	3%	2%	3%	3%	3%	4%	2%	2%	3%
<b>Agree (Net)</b>	<b>80%</b>	<b>84%</b>	<b>84%</b>	<b>79%</b>	<b>83%</b>	<b>84%</b>	<b>80%</b>	<b>81%</b>	<b>82%</b>	<b>81%</b>	<b>87%</b>	<b>78%</b>	<b>77%</b>
<b>Disagree (Net)</b>	<b>17%</b>	<b>13%</b>	<b>13%</b>	<b>17%</b>	<b>13%</b>	<b>13%</b>	<b>18%</b>	<b>16%</b>	<b>15%</b>	<b>15%</b>	<b>11%</b>	<b>20%</b>	<b>20%</b>



## PUBLIC POLL FINDINGS AND METHODOLOGY

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

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	7/23-24, 2024	8/6-7, 2024
Strongly agree	19%	19%	20%	19%	19%	19%	22%	19%	22%	21%	21%	19%	19%
Somewhat agree	50%	52%	50%	46%	50%	48%	52%	45%	44%	52%	49%	45%	48%
Somewhat disagree	18%	18%	17%	19%	18%	21%	15%	20%	22%	16%	18%	22%	21%
Strongly disagree	8%	6%	6%	8%	6%	6%	5%	8%	7%	6%	6%	8%	6%
Don't know	5%	6%	7%	7%	7%	7%	6%	9%	6%	6%	6%	5%	7%
<i>Agree (Net)</i>	<i>69%</i>	<i>70%</i>	<i>70%</i>	<i>66%</i>	<i>69%</i>	<i>66%</i>	<i>73%</i>	<i>64%</i>	<i>66%</i>	<i>73%</i>	<i>70%</i>	<i>64%</i>	<i>67%</i>
<i>Disagree (Net)</i>	<i>26%</i>	<i>24%</i>	<i>23%</i>	<i>28%</i>	<i>24%</i>	<i>27%</i>	<i>21%</i>	<i>27%</i>	<i>28%</i>	<i>21%</i>	<i>24%</i>	<i>30%</i>	<i>26%</i>

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

Total Familiar Summary

	8/6-7, 2024
President Joe Biden announcing he would not run for reelection	88%
The U.S. women's gymnastics team winning a gold medal in the Paris Olympics	70%
Marine veteran Paul Whelan and Wall Street Journal reporter Evan Gershkovich being released in a prisoner exchange with Russia	48%
Southwest Airlines announcing it would start assigning seats	45%
The director of the Heritage Foundation's Project 2025 stepping down	20%

a. The U.S. women's gymnastics team winning a gold medal in the Paris Olympics

	8/6-7, 2024
Very familiar	42%
Somewhat familiar	28%
Heard of it, but that's it	19%
Never heard of it	11%
<i>Familiar (Net)</i>	<i>70%</i>
<i>Not Familiar (Net)</i>	<i>30%</i>



## PUBLIC POLL FINDINGS AND METHODOLOGY

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

b. President Joe Biden announcing he would not run for reelection

	<b>8/6-7, 2024</b>
Very familiar	70%
Somewhat familiar	18%
Heard of it, but that's it	9%
Never heard of it	3%
<i>Familiar (Net)</i>	<b>88%</b>
<i>Not Familiar (Net)</i>	<b>12%</b>

c. Southwest Airlines announcing it would start assigning seats

	<b>8/6-7, 2024</b>
Very familiar	21%
Somewhat familiar	24%
Heard of it, but that's it	19%
Never heard of it	36%
<i>Familiar (Net)</i>	<b>45%</b>
<i>Not Familiar (Net)</i>	<b>55%</b>

d. Marine veteran Paul Whelan and Wall Street Journal reporter Evan Gershkovich being released in a prisoner exchange with Russia

	<b>8/6-7, 2024</b>
Very familiar	21%
Somewhat familiar	26%
Heard of it, but that's it	24%
Never heard of it	28%
<i>Familiar (Net)</i>	<b>48%</b>
<i>Not Familiar (Net)</i>	<b>52%</b>

e. The director of the Heritage Foundation's Project 2025 stepping down

	<b>8/6-7, 2024</b>
Very familiar	7%
Somewhat familiar	13%
Heard of it, but that's it	21%
Never heard of it	58%
<i>Familiar (Net)</i>	<b>20%</b>
<i>Not Familiar (Net)</i>	<b>80%</b>





## PUBLIC POLL FINDINGS AND METHODOLOGY

11. 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 U.S. women's gymnastics team winning a gold medal in the Paris Olympics

	<b>8/6-7, 2024</b>
I care a lot	33%
I care a little	39%
I don't care at all	24%
Don't know	4%

b. President Joe Biden announcing he would not run for reelection

	<b>8/6-7, 2024</b>
I care a lot	52%
I care a little	25%
I don't care at all	19%
Don't know	3%

c. Southwest Airlines announcing it would start assigning seats

	<b>8/6-7, 2024</b>
I care a lot	11%
I care a little	34%
I don't care at all	47%
Don't know	8%

d. Marine veteran Paul Whelan and Wall Street Journal reporter Evan Gershkovich being released in a prisoner exchange with Russia

	<b>8/6-7, 2024</b>
I care a lot	29%
I care a little	38%
I don't care at all	21%
Don't know	12%

e. The director of the Heritage Foundation's Project 2025 stepping down

	<b>8/6-7, 2024</b>
I care a lot	12%
I care a little	23%
I don't care at all	45%
Don't know	21%



## PUBLIC POLL FINDINGS AND METHODOLOGY

12. If Kamala Harris wins the 2024 presidential election, does that make you more or less confident in each of the following?

*\*March 2024 wording: If Joe Biden wins the 2024 presidential election, does that make you more or less confident in each of the following?*

*\*November 2020 wording: Now that Joe Biden is the president-elect, are you more or less confident in each of the following?*

*\*Wording prior to November 2020: Now, on to a different topic. If Joe Biden wins the 2020 presidential election, does that make you more or less confident in each of the following?*

### Total More Confident Summary

	9/29-30, 2020*	10/27-28, 2020*	11/10-11, 2020	3/5-6, 2024	8/6-7, 2024
Your family's future well being	43%	45%	45%	27%	41%
The future of democracy in the U.S.	N/A	N/A	N/A	N/A	41%
Freedom of speech	41%	43%	38%	27%	37%
The future of small businesses	41%	41%	38%	N/A	35%
Corporations becoming more socially responsible	37%	38%	33%	N/A	34%
Paying your bills	30%	31%	27%	18%	30%
Technological advancement	33%	N/A	N/A	N/A	29%
The ability to grow your savings	34%	35%	31%	N/A	28%
The integrity of social media companies	29%	29%	25%	N/A	26%
Our relationship with China	34%	N/A	N/A	18%	25%

#### a. Your family's future well being

	9/29-30, 2020	10/27-28, 2020	11/10-11, 2020	3/5-6, 2024	8/6-7, 2024
More confident	43%	45%	45%	27%	41%
Makes no difference	17%	17%	21%	23%	18%
Less confident	32%	30%	27%	41%	35%
Don't know	8%	8%	7%	9%	6%

#### b. Our relationship with China

	9/29-30, 2020	3/5-6, 2024	8/6-7, 2024
More confident	34%	18%	25%
Makes no difference	18%	25%	21%
Less confident	32%	44%	38%
Don't know	17%	13%	15%





## PUBLIC POLL FINDINGS AND METHODOLOGY

12. If Kamala Harris wins the 2024 presidential election, does that make you more or less confident in each of the following? (Continued)

c. Paying your bills

	<b>9/29-30, 2020</b>	<b>10/27-28, 2020</b>	<b>11/10-11, 2020</b>	<b>3/5-6, 2024</b>	<b>8/6-7, 2024</b>
More confident	30%	31%	27%	18%	30%
Makes no difference	35%	38%	48%	37%	27%
Less confident	24%	24%	18%	36%	35%
Don't know	10%	7%	7%	9%	8%

d. The integrity of social media companies

	<b>9/29-30, 2020</b>	<b>10/27-28, 2020</b>	<b>11/10-11, 2020</b>	<b>8/6-7, 2024</b>
More confident	29%	29%	25%	26%
Makes no difference	31%	32%	37%	31%
Less confident	26%	27%	26%	32%
Don't know	14%	12%	13%	11%

e. The future of democracy in the U.S.

	<b>8/6-7, 2024</b>
More confident	41%
Makes no difference	17%
Less confident	34%
Don't know	8%

f. The ability to grow your savings

	<b>9/29-30, 2020</b>	<b>10/27-28, 2020</b>	<b>11/10-11, 2020</b>	<b>8/6-7, 2024</b>
More confident	34%	35%	31%	28%
Makes no difference	25%	25%	32%	26%
Less confident	30%	31%	26%	39%
Don't know	12%	9%	11%	7%

g. Freedom of speech

	<b>9/29-30, 2020</b>	<b>10/27-28, 2020</b>	<b>11/10-11, 2020</b>	<b>3/5-6, 2024</b>	<b>8/6-7, 2024</b>
More confident	41%	43%	38%	27%	37%
Makes no difference	21%	23%	29%	29%	22%
Less confident	29%	26%	25%	36%	34%
Don't know	9%	8%	7%	8%	7%





## PUBLIC POLL FINDINGS AND METHODOLOGY

12. If Kamala Harris wins the 2024 presidential election, does that make you more or less confident in each of the following? *(Continued)*

h. Technological advancement

	<b>9/29-30, 2020</b>	<b>8/6-7, 2024</b>
More confident	33%	29%
Makes no difference	29%	33%
Less confident	24%	24%
Don't know	14%	14%

i. Corporations becoming more socially responsible

	<b>9/29-30, 2020</b>	<b>10/27-28, 2020</b>	<b>11/10-11, 2020</b>	<b>8/6-7, 2024</b>
More confident	37%	38%	33%	34%
Makes no difference	24%	24%	32%	25%
Less confident	25%	25%	22%	28%
Don't know	14%	12%	13%	12%

j. The future of small businesses

	<b>9/29-30, 2020</b>	<b>10/27-28, 2020</b>	<b>11/10-11, 2020</b>	<b>8/6-7, 2024</b>
More confident	41%	41%	38%	35%
Makes no difference	16%	19%	19%	21%
Less confident	31%	31%	32%	34%
Don't know	12%	9%	11%	10%





## PUBLIC POLL FINDINGS AND METHODOLOGY

13. If Donald Trump wins the 2024 presidential election, does that make you more or less confident in each of the following?

*\*Wording prior to March 2024: Now, on to a different topic. If Donald Trump wins the 2020 presidential election, does that make you more or less confident in each of the following?*

### Total More Confident Summary

	9/29-30, 2020	10/27-28, 2020	3/5-6, 2024	8/6-7, 2024
Your family's future well being	32%	31%	39%	39%
Freedom of speech	32%	29%	37%	38%
Paying your bills	30%	24%	32%	38%
The ability to grow your savings	29%	30%	N/A	37%
The future of small businesses	32%	31%	N/A	37%
The future of democracy in the U.S.	N/A	N/A	N/A	34%
Our relationship with China	25%	N/A	31%	33%
Technological advancement	27%	N/A	N/A	31%
The integrity of social media companies	21%	18%	N/A	26%
Corporations becoming more socially responsible	23%	20%	N/A	26%

#### a. Your family's future well being

	9/29-30, 2020	10/27-28, 2020	3/5-6, 2024	8/6-7, 2024
More confident	43%	45%	39%	39%
Makes no difference	17%	17%	20%	18%
Less confident	32%	30%	34%	37%
Don't know	8%	8%	8%	6%

#### b. Our relationship with China

	9/29-30, 2020	3/5-6, 2024	8/6-7, 2024
More confident	25%	31%	33%
Makes no difference	17%	19%	17%
Less confident	46%	36%	37%
Don't know	12%	14%	13%

#### c. Paying your bills

	9/29-30, 2020	10/27-28, 2020	3/5-6, 2024	8/6-7, 2024
More confident	30%	31%	32%	38%
Makes no difference	35%	38%	35%	26%
Less confident	24%	24%	23%	29%
Don't know	10%	7%	9%	7%





## PUBLIC POLL FINDINGS AND METHODOLOGY

13. If Donald Trump wins the 2024 presidential election, does that make you more or less confident in each of the following? *(Continued)*

d. The integrity of social media companies

	<b>9/29-30, 2020</b>	<b>10/27-28, 2020</b>	<b>8/6-7, 2024</b>
More confident	21%	18%	26%
Makes no difference	28%	28%	26%
Less confident	40%	41%	37%
Don't know	12%	14%	11%

e. The future of democracy in the U.S.

	<b>8/6-7, 2024</b>
More confident	34%
Makes no difference	18%
Less confident	40%
Don't know	7%

f. The ability to grow your savings

	<b>9/29-30, 2020</b>	<b>10/27-28, 2020</b>	<b>8/6-7, 2024</b>
More confident	29%	30%	37%
Makes no difference	25%	25%	22%
Less confident	37%	37%	33%
Don't know	9%	8%	8%

g. Freedom of speech

	<b>9/29-30, 2020</b>	<b>10/27-28, 2020</b>	<b>3/5-6, 2024</b>	<b>8/6-7, 2024</b>
More confident	41%	43%	37%	38%
Makes no difference	21%	23%	21%	19%
Less confident	29%	26%	31%	35%
Don't know	9%	8%	10%	8%

h. Technological advancement

	<b>9/29-30, 2020</b>	<b>8/6-7, 2024</b>
More confident	27%	31%
Makes no difference	28%	30%
Less confident	33%	26%
Don't know	11%	12%





## PUBLIC POLL FINDINGS AND METHODOLOGY

13. If Donald Trump wins the 2024 presidential election, does that make you more or less confident in each of the following? (*Continued*)

i. Corporations becoming more socially responsible

	<b>9/29-30, 2020</b>	<b>10/27-28, 2020</b>	<b>8/6-7, 2024</b>
More confident	23%	20%	26%
Makes no difference	24%	24%	23%
Less confident	42%	46%	39%
Don't know	11%	10%	12%

j. The future of small businesses

	<b>9/29-30, 2020</b>	<b>10/27-28, 2020</b>	<b>8/6-7, 2024</b>
More confident	32%	31%	37%
Makes no difference	18%	19%	19%
Less confident	41%	42%	35%
Don't know	9%	8%	9%





## PUBLIC POLL FINDINGS AND METHODOLOGY

### About the Study

These are some of the findings of the one hundredth wave of an Ipsos poll conducted between August 6-7, 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 ninety-ninth wave was conducted July 23-24, 2024 among 1,081 adults
- The one hundredth wave was conducted August 6-7, 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.



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- 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, ninety-sixth, ninety-sixth and a half, ninety-seventh, ninety-eighth, and ninety-ninth waves of this study have a credibility interval of 3.6 percentage points.

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## 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.

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