



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior

Washington, DC, August 27, 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
8/20-21, 2024 (N=586)	58%	17%	24%
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
11/9-10, 2022 (N=628)	54%	22%	24%
10/25-26, 2022 (N=594)	56%	24%	20%
10/11-12, 2022 (N=611)	62%	21%	18%
9/27-28, 2022 (N=616)	56%	23%	21%
9/13-14, 2022 (N=596)	55%	21%	24%
8/30-31, 2022 (N=584)	57%	20%	23%
8/16-17, 2022 (N=598)	55%	25%	20%
8/2-3, 2022 (N=613)	54%	25%	21%
7/19-20, 2022 (N=588)	58%	25%	17%
6/22-23, 2022 (N=622)	56%	27%	17%
6/7-8, 2022 (N=593)	56%	24%	20%
5/24-25, 2022 (N=571)	56%	26%	18%
5/10-11, 2022 (N=628)	56%	24%	20%
4/26-27, 2022 (N=657)	57%	24%	19%
4/12-13, 2022 (N=663)	58%	24%	19%
3/29-30, 2022 (N=666)	57%	23%	20%
3/15-16, 2022 (N=611)	57%	23%	20%
2/2-3, 2022 (N=1,086)	56%	24%	20%
1/20-21, 2021 (N=603)	34%	48%	18%





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

Total More Summary

	8/20-21, 2024 (N=1,083)
Spending money on groceries in general	57%
Buying private or store label products	36%
Buying fresh produce at the grocery store	35%
Using coupons	26%
Buying meat at the grocery store	25%
Buying ready-to-serve or ready-to-heat meals at the grocery store	18%

Total Less Summary

	8/20-21, 2024
Buying ready-to-serve or ready-to-heat meals at the grocery store	21%
Buying meat at the grocery store	18%
Buying fresh produce at the grocery store	12%
Using coupons	11%
Buying private or store label products	9%
Spending money on groceries in general	8%

- a. Spending money on groceries in general

	8/20-21, 2024
More	57%
About the same	32%
Less	8%
I don't tend to do this activity	2%
I don't know	1%

- b. Buying fresh produce at the grocery store

	8/20-21, 2024
More	35%
About the same	51%
Less	12%
I don't tend to do this activity	2%
I don't know	*



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

c. Buying meat at the grocery store

	8/20-21, 2024
More	25%
About the same	53%
Less	18%
I don't tend to do this activity	4%
I don't know	1%

d. Buying ready-to-serve or ready-to-heat meals at the grocery store

	8/20-21, 2024
More	18%
About the same	39%
Less	21%
I don't tend to do this activity	21%
I don't know	1%

e. Buying private or store label products

	8/20-21, 2024
More	36%
About the same	47%
Less	9%
I don't tend to do this activity	6%
I don't know	1%

f. Using coupons

	8/20-21, 2024
More	26%
About the same	43%
Less	11%
I don't tend to do this activity	19%
I don't know	1%



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3. What are the **top three** reasons you are spending less money on groceries?

Base: Selected Less for “Spending money on groceries in general” Q2

	8/20-21, 2024 (N=108)
It costs more than it used to	57%
I am avoiding buying items I do not really need	57%
My habits and routines have changed (i.e., changes in school/work hours or locations)	38%
I can no longer afford it	30%
I don't think I'm getting the value I used to	26%
I am dining out more	7%
I am ordering delivery/pick up more	6%
Other	12%

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	Familiar (Net)	Not familiar (Net)
8/20-21, 2024	23%	50%	19%	7%	2%	72%	26%
8/6-7, 2024	22%	54%	16%	6%	2%	76%	22%
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%



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

Total Agree Summary

	I am hopeful for my future	The world today is changing too fast	I tend to buy brands that reflect my personal values	My religion or faith is very important to me	Being a fan of sports is very important to me	I have often felt stressed or nervous in the past month
8/20-21, 2024	81%	N/A	68%	62%	51%	63%
8/6-7, 2024	77%	77%	67%	65%	49%	N/A
7/23-24, 2024	78%	78%	64%	63%	50%	N/A
6/25-26, 2024	87%	77%	70%	65%	48%	N/A
6/11-12, 2024	81%	77%	73%	68%	53%	N/A
5/14-15, 2024	82%	78%	66%	65%	54%	N/A
4/30-5/1, 2024	81%	77%	64%	63%	49%	N/A
4/16-17, 2024	80%	74%	73%	60%	48%	N/A
4/2-3, 2024	84%	76%	66%	65%	53%	N/A
3/19-20, 2024	83%	81%	69%	68%	49%	N/A
3/5-6, 2024	79%	80%	66%	65%	53%	N/A
2/21-22, 2024	84%	81%	70%	68%	53%	N/A
2/6-7, 2024	84%	77%	70%	63%	51%	N/A
1/23-24, 2024	80%	75%	69%	64%	49%	N/A

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

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know	Agree (Net)	Disagree (Net)
8/20-21, 2024	22%	29%	19%	29%	1%	51%	47%
8/6-7, 2024	22%	27%	19%	30%	2%	49%	49%
7/23-24, 2024	22%	28%	19%	29%	2%	50%	48%
6/25-26, 2024	22%	26%	18%	30%	3%	48%	49%
6/11-12, 2024	24%	29%	22%	24%	2%	53%	46%
5/14-15, 2024	25%	29%	18%	26%	2%	54%	44%
4/30-5/1, 2024	22%	27%	18%	31%	2%	49%	49%
4/16-17, 2024	18%	30%	19%	31%	2%	48%	50%
4/2-3, 2024	22%	31%	16%	30%	1%	53%	46%
3/19-20, 2024	20%	28%	18%	31%	2%	49%	49%
3/5-6, 2024	25%	28%	17%	28%	2%	53%	45%
2/21-22, 2024	24%	29%	17%	29%	2%	53%	46%
2/6-7, 2024	21%	31%	19%	27%	2%	51%	46%
1/23-24, 2024	21%	28%	20%	29%	2%	49%	49%



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

b. My religion or faith is very important to me

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know	Agree (Net)	Disagree (Net)
8/20-21, 2024	32%	30%	17%	17%	4%	62%	33%
8/6-7, 2024	36%	29%	14%	17%	4%	65%	32%
7/23-24, 2024	37%	26%	16%	19%	2%	63%	35%
6/25-26, 2024	37%	28%	11%	21%	3%	65%	33%
6/11-12, 2024	38%	29%	14%	15%	4%	68%	29%
5/14-15, 2024	40%	26%	15%	17%	3%	65%	31%
4/30-5/1, 2024	37%	26%	14%	21%	2%	63%	35%
4/16-17, 2024	34%	26%	14%	22%	3%	60%	37%
4/2-3, 2024	37%	28%	15%	18%	2%	65%	33%
3/19-20, 2024	36%	32%	14%	15%	3%	68%	28%
3/5-6, 2024	37%	28%	14%	18%	3%	65%	32%
2/21-22, 2024	41%	27%	15%	15%	3%	68%	29%
2/6-7, 2024	34%	30%	15%	20%	2%	63%	35%
1/23-24, 2024	36%	27%	14%	20%	3%	64%	33%

c. I am hopeful for my future

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know	Agree (Net)	Disagree (Net)
8/20-21, 2024	35%	46%	10%	5%	5%	81%	14%
8/6-7, 2024	36%	41%	15%	5%	3%	77%	20%
7/23-24, 2024	38%	40%	16%	4%	2%	78%	20%
6/25-26, 2024	40%	47%	8%	3%	2%	87%	11%
6/11-12, 2024	34%	48%	10%	5%	4%	81%	15%
5/14-15, 2024	42%	39%	11%	4%	3%	82%	15%
4/30-5/1, 2024	37%	44%	10%	6%	3%	81%	16%
4/16-17, 2024	42%	38%	12%	6%	3%	80%	18%
4/2-3, 2024	43%	41%	9%	4%	2%	84%	13%
3/19-20, 2024	37%	47%	10%	3%	3%	83%	13%
3/5-6, 2024	35%	44%	12%	5%	4%	79%	17%
2/21-22, 2024	43%	42%	8%	5%	3%	84%	13%
2/6-7, 2024	35%	49%	8%	5%	4%	84%	13%
1/23-24, 2024	33%	47%	11%	5%	4%	80%	17%



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

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

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know	Agree (Net)	Disagree (Net)
8/20-21, 2024	16%	52%	18%	7%	8%	68%	25%
8/6-7, 2024	19%	48%	21%	6%	7%	67%	26%
7/23-24, 2024	19%	45%	22%	8%	5%	64%	30%
6/25-26, 2024	21%	49%	18%	6%	6%	70%	24%
6/11-12, 2024	21%	52%	16%	6%	6%	73%	21%
5/14-15, 2024	22%	44%	22%	7%	6%	66%	28%
4/30-5/1, 2024	19%	45%	20%	8%	9%	64%	27%
4/16-17, 2024	22%	52%	15%	5%	6%	73%	21%
4/2-3, 2024	19%	48%	21%	6%	7%	66%	27%
3/19-20, 2024	19%	50%	18%	6%	7%	69%	24%
3/5-6, 2024	19%	46%	19%	8%	7%	66%	28%
2/21-22, 2024	20%	50%	17%	6%	7%	70%	23%
2/6-7, 2024	19%	52%	18%	6%	6%	70%	24%
1/23-24, 2024	19%	50%	18%	8%	5%	69%	26%

e. I have often felt stressed or nervous in the past month

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know	Agree (Net)	Disagree (Net)
8/20-21, 2024	27%	36%	20%	16%	1%	63%	36%

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

Total Familiar Summary

	8/20-21, 2024
The U.S. Men's basketball team winning gold at the Paris Olympics	55%
The U.S. Women's basketball team winning gold at the Paris Olympics	50%
Taylor Swift concerts in Austria being canceled due to a credible terrorist threat	48%
Inflation rates hitting their lowest levels since 2021	43%
Robert Kennedy Jr. admitting to an incident from years ago where he moved a road killed bear cub to Central Park and staged it to look like it had been hit by a cyclist	30%
Ongoing anti-immigration riots in Great Britain	29%



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

- a. Robert Kennedy Jr. admitting to an incident from years ago where he moved a road killed bear cub to Central Park and staged it to look like it had been hit by a cyclist

	8/20-21, 2024
Very familiar	15%
Somewhat familiar	15%
Heard of it, but that's it	17%
Never heard of it	53%
<i>Familiar (Net)</i>	<i>30%</i>
<i>Not Familiar (Net)</i>	<i>70%</i>

- b. Taylor Swift concerts in Austria being canceled due to a credible terrorist threat

	8/20-21, 2024
Very familiar	22%
Somewhat familiar	26%
Heard of it, but that's it	21%
Never heard of it	31%
<i>Familiar (Net)</i>	<i>48%</i>
<i>Not Familiar (Net)</i>	<i>52%</i>

- c. The U.S. Men's basketball team winning gold at the Paris Olympics

	8/20-21, 2024
Very familiar	32%
Somewhat familiar	23%
Heard of it, but that's it	23%
Never heard of it	22%
<i>Familiar (Net)</i>	<i>55%</i>
<i>Not Familiar (Net)</i>	<i>45%</i>

- d. The U.S. Women's basketball team winning gold at the Paris Olympics

	8/20-21, 2024
Very familiar	27%
Somewhat familiar	23%
Heard of it, but that's it	24%
Never heard of it	26%
<i>Familiar (Net)</i>	<i>50%</i>
<i>Not Familiar (Net)</i>	<i>50%</i>





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

e. Inflation rates hitting their lowest levels since 2021

	8/20-21, 2024
Very familiar	15%
Somewhat familiar	27%
Heard of it, but that's it	23%
Never heard of it	34%
Familiar (Net)	43%
Not Familiar (Net)	57%

f. Ongoing anti-immigration riots in Great Britain

	8/20-21, 2024
Very familiar	9%
Somewhat familiar	21%
Heard of it, but that's it	23%
Never heard of it	47%
Familiar (Net)	29%
Not Familiar (Net)	71%

7. 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. Robert Kennedy Jr. admitting to an incident from years ago where he moved a road killed bear cub to Central Park and staged it to look like it had been hit by a cyclist

	8/20-21, 2024
I care a lot	11%
I care a little	23%
I don't care at all	55%
Don't know	10%

b. Taylor Swift concerts in Austria being canceled due to a credible terrorist threat

	8/20-21, 2024
I care a lot	17%
I care a little	31%
I don't care at all	45%
Don't know	7%



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7. 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. The U.S. Men's basketball team winning gold at the Paris Olympics

	8/20-21, 2024
I care a lot	24%
I care a little	35%
I don't care at all	36%
Don't know	4%

d. The U.S. Women's basketball team winning gold at the Paris Olympics

	8/20-21, 2024
I care a lot	25%
I care a little	34%
I don't care at all	36%
Don't know	5%

e. Inflation rates hitting their lowest levels since 2021

	8/20-21, 2024
I care a lot	58%
I care a little	27%
I don't care at all	8%
Don't know	7%

f. Ongoing anti-immigration riots in Great Britain

	8/20-21, 2024
I care a lot	21%
I care a little	38%
I don't care at all	29%
Don't know	12%



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

Total More Confident Summary

	8/20-21, 2024
Access to abortion and other reproductive healthcare	50%
The U.S. becoming less divided	33%
Stabilization of immigration rates	30%
An end to the conflicts in Palestine and Ukraine	28%
The responsible development of AI	26%

- a. The responsible development of AI

	8/20-21, 2024
More confident	26%
Makes no difference	28%
Less confident	29%
Don't know	17%

- b. An end to the conflicts in Palestine and Ukraine

	8/20-21, 2024
More confident	28%
Makes no difference	23%
Less confident	34%
Don't know	14%

- c. The U.S. becoming less divided

	8/20-21, 2024
More confident	33%
Makes no difference	18%
Less confident	36%
Don't know	13%

- d. Stabilization of immigration rates

	8/20-21, 2024
More confident	30%
Makes no difference	20%
Less confident	38%
Don't know	12%





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

e. Access to abortion and other reproductive healthcare

	8/20-21, 2024
More confident	50%
Makes no difference	19%
Less confident	20%
Don't know	11%

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

Total More Confident Summary

	8/20-21, 2024
Stabilization of immigration rates	39%
An end to the conflicts in Palestine and Ukraine	35%
The U.S. becoming less divided	26%
The responsible development of AI	22%
Access to abortion and other reproductive healthcare	19%

a. The responsible development of AI

	8/20-21, 2024
More confident	22%
Makes no difference	28%
Less confident	33%
Don't know	17%

b. An end to the conflicts in Palestine and Ukraine

	8/20-21, 2024
More confident	35%
Makes no difference	16%
Less confident	35%
Don't know	15%

c. The U.S. becoming less divided

	8/20-21, 2024
More confident	26%
Makes no difference	16%
Less confident	47%
Don't know	11%



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

d. Stabilization of immigration rates

	8/20-21, 2024
More confident	39%
Makes no difference	14%
Less confident	35%
Don't know	12%

e. Access to abortion and other reproductive healthcare

	8/20-21, 2024
More confident	19%
Makes no difference	20%
Less confident	46%
Don't know	15%

10. Which of the following pets, if any, do you have in your household? Select all that apply.

	8/20-21, 2024
Dog	49%
Cat	33%
Fish or other aquarium pet	5%
Small mammal (rabbit, gerbil, etc.)	2%
Reptile (snake, lizard, etc.)	2%
Other	3%
I don't have a pet	32%





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11. [ASKED IF Q10 ≠ “I don’t have a pet”] When thinking about your pet(s), to what extent do you agree or disagree with the following statements?

Total Agree Summary

	8/20-21, 2024 (N=694)
I treat my pet like it’s a member of the family	93%
Having pets was important to me when I was growing up	78%
I try to buy the freshest food for my pet whenever possible	71%
Owning a pet costs more than I thought it would	61%
Owning a pet is more work than I thought it would be	51%

a. I treat my pet like it’s a member of the family

	8/20-21, 2024
Strongly agree	70%
Somewhat agree	23%
Somewhat disagree	5%
Strongly disagree	1%
Don’t know/Doesn’t apply to me	1%
<i>Agree (Net)</i>	93%
<i>Disagree (Net)</i>	6%

b. Having pets was important to me when I was growing up

	8/20-21, 2024
Strongly agree	48%
Somewhat agree	30%
Somewhat disagree	9%
Strongly disagree	9%
Don’t know/Doesn’t apply to me	5%
<i>Agree (Net)</i>	78%
<i>Disagree (Net)</i>	17%

c. I try to buy the freshest food for my pet whenever possible

	8/20-21, 2024
Strongly agree	28%
Somewhat agree	43%
Somewhat disagree	21%
Strongly disagree	3%
Don’t know/Doesn’t apply to me	6%
<i>Agree (Net)</i>	71%
<i>Disagree (Net)</i>	23%



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11. When thinking about your pet(s), to what extent do you agree or disagree with the following statements?

d. Owning a pet is more work than I thought it would be

	8/20-21, 2024
Strongly agree	17%
Somewhat agree	34%
Somewhat disagree	32%
Strongly disagree	14%
Don't know/Doesn't apply to me	2%
<i>Agree (Net)</i>	<i>51%</i>
<i>Disagree (Net)</i>	<i>47%</i>

e. Owning a pet costs more than I thought it would

	8/20-21, 2024
Strongly agree	20%
Somewhat agree	41%
Somewhat disagree	28%
Strongly disagree	8%
Don't know/Doesn't apply to me	3%
<i>Agree (Net)</i>	<i>61%</i>
<i>Disagree (Net)</i>	<i>36%</i>





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About the Study

These are some of the findings of the one hundred and first wave of an Ipsos poll conducted between August 20-21, 2024. For this survey, a sample of 1,083 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



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- 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





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- 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 one hundred and first wave was conducted August 20-21, 2024 among 1,083 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=1,083, 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, ninety-ninth, one hundredth, and one hundred and first waves of this study have a credibility interval of 3.6 percentage points.

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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

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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