



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior

Washington, DC, September 6, 2024

1. Which of the following statements most applies to you?

	2/1-3, 2022	2/15-16, 2022	8/2-3, 2022	8/16-17, 2022	8/30-31, 2022	9/13-14, 2022	8/29-30, 2023	9/12-13, 2023	9/4-5, 2024
I do not expect to get COVID-19 at some point in the future.	37%	41%	41%	39%	43%	41%	44%	37%	49%
I expect that I will get COVID-19 at some point in the future, so I have gone about my life as normally as I could.	25%	26%	24%	27%	25%	26%	29%	33%	31%
I expect that I will get COVID-19 at some point in the future, despite trying to stay as safe as possible.	38%	33%	34%	34%	32%	33%	27%	31%	20%



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

	Working at my workplace only	Working from home only	Working both from home and at my workplace
9/3-4, 2024 (N=569)	58%	18%	24%
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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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%





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3. **[ASKED ONLY IF EMPLOYED]** What degree of flexibility, if any, do you have in where you work?

	8/29-30, 2023 (N=586)	9/4-5, 2024 (N=569)
I can work from anywhere or be fully remote 100% of the time	27%	23%
I am required to be onsite at my office or workplace some days, but I can pick which days	14%	9%
I am required to be onsite at my office or workplace some days, but my employer selects the days	8%	8%
I am required to be onsite at my office or workplace 100% of the time, even though I could work remotely	13%	18%
My job can only be done at an office or workplace	38%	41%

4. 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)	9/4-5, 2024 (N=1,081)
Spending money on groceries in general	57%	47%
Buying private or store label products	36%	33%
Buying fresh produce at the grocery store	35%	32%
Buying meat at the grocery store	25%	27%
Buying ready-to-serve or ready-to-heat meals at the grocery store	18%	18%

Total Less Summary

	8/20-21, 2024	9/4-5, 2024
Buying ready-to-serve or ready-to-heat meals at the grocery store	21%	20%
Buying meat at the grocery store	18%	17%
Buying fresh produce at the grocery store	12%	12%
Spending money on groceries in general	8%	11%
Buying private or store label products	9%	9%





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

a. Spending money on groceries in general

	8/20-21, 2024	9/4-5, 2024
More	57%	47%
About the same	32%	38%
Less	8%	11%
I don't tend to do this activity	2%	2%
I don't know	1%	2%

b. Buying fresh produce at the grocery store

	8/20-21, 2024	9/4-5, 2024
More	35%	32%
About the same	51%	52%
Less	12%	12%
I don't tend to do this activity	2%	4%
I don't know	*	1%

c. Buying meat at the grocery store

	8/20-21, 2024	9/4-5, 2024
More	25%	27%
About the same	53%	48%
Less	18%	17%
I don't tend to do this activity	4%	7%
I don't know	1%	1%

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

	8/20-21, 2024	9/4-5, 2024
More	18%	18%
About the same	39%	40%
Less	21%	20%
I don't tend to do this activity	21%	20%
I don't know	1%	2%

e. Buying private or store label products

	8/20-21, 2024	9/4-5, 2024
More	36%	33%
About the same	47%	48%
Less	9%	9%
I don't tend to do this activity	6%	8%
I don't know	1%	2%



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5. In the last 6 months, have you done the following, or not?

Yes Summary Table

	8/29-30, 2023	10/10-11, 2023	9/4-5, 2024
Stay at a hotel, motel, or resort	51%	N/A	57%
Go to a movie theater	53%	51%	51%
Travel by plane within the U.S.	35%	N/A	37%
Go to a sporting event	30%	38%	32%
Go to a live music concert	30%	35%	31%
Stay at a vacation rental property	26%	N/A	26%
Travel by plane internationally	19%	N/A	19%

No Summary Table

	8/29-30, 2023	10/10-11, 2023	9/4-5, 2024
Travel by plane internationally	81%	N/A	81%
Stay at a vacation rental property	74%	N/A	74%
Go to a live music concert	70%	65%	69%
Go to a sporting event	70%	62%	68%
Travel by plane within the U.S.	65%	N/A	63%
Go to a movie theater	47%	49%	49%
Stay at a hotel, motel, or resort	49%	N/A	43%

6. **[ASKED ONLY IF YES IN Q4]** Thinking about when you have done each of the following in the past few months, do you feel that the prices you're paying now for each activity are higher, lower, or about the same as this time last year?

Higher Summary Table

	8/29-30, 2023 (Sample Size Varies)	10/10-11, 2023 (Sample Size Varies)	9/4-5, 2024 (Sample Size Varies)
Go to a live music concert	50%	52%	51%
Stay at a vacation rental property	63%	N/A	40%
Travel by plane internationally	54%	N/A	46%
Go to a sporting event	50%	55%	44%
Go to a movie theater	48%	48%	44%
Stay at a hotel, motel or resort	49%	N/A	49%
Travel by plane within the U.S.	58%	N/A	37%





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6. **[ASKED ONLY IF YES IN Q4]** Thinking about when you have done each of the following in the past few months, do you feel that the prices you're paying now for each activity are higher, lower, or about the same as this time last year?

a. Travel by plane within the U.S.

	8/29-30, 2023 (N=350)	9/4-5, 2024 (N=346)
Higher	58%	37%
Stayed the same	34%	53%
Lower	4%	6%
Don't know/Not applicable	3%	3%

b. Travel by plane internationally

	8/29-30, 2023 (N=166)	9/4-5, 2024 (N=148)
Higher	54%	46%
Stayed the same	36%	44%
Lower	5%	5%
Don't know/Not applicable	5%	5%

c. Stay at a hotel, motel or resort

	8/29-30, 2023 (N=524)	9/4-5, 2024 (N=554)
Higher	49%	49%
Stayed the same	43%	42%
Lower	4%	6%
Don't know/Not applicable	5%	3%

d. Stay at a vacation rental property

	8/29-30, 2023 (N=231)	9/4-5, 2024 (N=227)
Higher	63%	40%
Stayed the same	25%	50%
Lower	5%	5%
Don't know/Not applicable	7%	6%

e. Go to a sporting event

	8/29-30, 2023 (N=284)	10/10-11, 2023 (N=361)	9/4-5, 2024 (N=307)
Higher	50%	55%	44%
Stayed the same	36%	35%	41%
Lower	9%	4%	8%
Don't know/Not applicable	5%	6%	6%





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6. **[ASKED ONLY IF YES IN Q4]** Thinking about when you have done each of the following in the past few months, do you feel that the prices you're paying now for each activity are higher, lower, or about the same as this time last year?

f. Go to a live music concert

	8/29-30, 2023 (N=297)	10/10-11, 2023 (N=349)	9/4-5, 2024 (N=306)
Higher	50%	52%	51%
Stayed the same	36%	40%	40%
Lower	5%	5%	6%
Don't know/Not applicable	8%	4%	3%

g. Go to a movie theater

	8/29-30, 2023 (N=553)	10/10-11, 2023 (N=508)	9/4-5, 2024 (N=518)
Higher	48%	48%	44%
Stayed the same	44%	40%	45%
Lower	5%	5%	6%
Don't know/Not applicable	2%	8%	5%





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7. 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)
9/4-5, 2024	22%	49%	19%	8%	1%	71%	27%
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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8. 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
9/4-5, 2024	81%	N/A	62%	60%	50%	59%
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)
9/4-5, 2024	19%	31%	15%	33%	3%	50%	48%
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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8. 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)
9/4-5, 2024	29%	31%	15%	22%	3%	60%	37%
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)
9/4-5, 2024	39%	42%	12%	5%	2%	81%	17%
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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8. 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)
9/4-5, 2024	16%	46%	21%	11%	6%	62%	33%
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)
9/4-5, 2024	25%	35%	21%	18%	1%	59%	39%
8/20-21, 2024	27%	36%	20%	16%	1%	63%	36%

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

Total Familiar Summary

	9/4-5, 2024
Robert Kennedy Jr. endorsing Donald Trump for president	61%
A closely-watched jobs report from the Bureau of Labor Statistics being revised to show slower job growth	36%
The CEO of the messaging platform Telegram being charged with crimes for failing to prevent illegal activity on the app	28%
The rock band Oasis announcing that next year they will play their first concerts together since 2009	24%
Billions of crabs in Alaska dying off due to climate change	17%



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

a. Robert Kennedy Jr. endorsing Donald Trump for president

	9/4-5, 2024
Very familiar	33%
Somewhat familiar	28%
Heard of it, but that's it	20%
Never heard of it	19%
<i>Familiar (Net)</i>	<i>61%</i>
<i>Not Familiar (Net)</i>	<i>39%</i>

b. Billions of crabs in Alaska dying off due to climate change

	9/4-5, 2024
Very familiar	5%
Somewhat familiar	12%
Heard of it, but that's it	18%
Never heard of it	65%
<i>Familiar (Net)</i>	<i>17%</i>
<i>Not Familiar (Net)</i>	<i>83%</i>

c. The CEO of the messaging platform Telegram being charged with crimes for failing to prevent illegal activity on the app

	9/4-5, 2024
Very familiar	10%
Somewhat familiar	18%
Heard of it, but that's it	20%
Never heard of it	52%
<i>Familiar (Net)</i>	<i>28%</i>
<i>Not Familiar (Net)</i>	<i>72%</i>

d. A closely-watched jobs report from the Bureau of Labor Statistics being revised to show slower job growth

	9/4-5, 2024
Very familiar	12%
Somewhat familiar	24%
Heard of it, but that's it	22%
Never heard of it	42%
<i>Familiar (Net)</i>	<i>36%</i>
<i>Not Familiar (Net)</i>	<i>64%</i>





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

e. The rock band Oasis announcing that next year they will play their first concerts together since 2009

	9/4-5, 2024
Very familiar	8%
Somewhat familiar	16%
Heard of it, but that's it	20%
Never heard of it	56%
<i>Familiar (Net)</i>	<i>24%</i>
<i>Not Familiar (Net)</i>	<i>76%</i>

10. 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. endorsing Donald Trump for president

	9/4-5, 2024
I care a lot	23%
I care a little	29%
I don't care at all	41%
Don't know	7%

b. Billions of crabs in Alaska dying off due to climate change

	9/4-5, 2024
I care a lot	37%
I care a little	37%
I don't care at all	16%
Don't know	10%

c. The CEO of the messaging platform Telegram being charged with crimes for failing to prevent illegal activity on the app

	9/4-5, 2024
I care a lot	18%
I care a little	32%
I don't care at all	37%
Don't know	12%



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10. As you may know, the following topics were in the news recently. Regardless of how familiar you may be with them, how much, if at all, do you care about them? *(Continued)*

d. A closely-watched jobs report from the Bureau of Labor Statistics being revised to show slower job growth

	9/4-5, 2024
I care a lot	31%
I care a little	38%
I don't care at all	19%
Don't know	12%

e. The rock band Oasis announcing that next year they will play their first concerts together since 2009

	9/4-5, 2024
I care a lot	6%
I care a little	18%
I don't care at all	66%
Don't know	10%

11. For which of the following, if any, would you be most willing to pay an additional fee or charge? You may select up to three responses.

	3/14-15, 2023	9/4-5, 2024
Better seats at a concert or sporting event	30%	28%
Upgraded materials or ingredients	21%	19%
Groceries or food items facing shortages	N/A	19%
Enhanced functionality or technology features	20%	17%
Customized or personalized product options	20%	16%
Exclusive or limited-edition products	17%	15%
Sustainable or eco-friendly product options	16%	15%
Premium customer service and support	15%	12%
Better seats at a movie theater	11%	11%
Specific reservation times at restaurants	N/A	8%
Restaurant or delivery orders during peak times ("surge pricing")	N/A	7%
Luxury packaging and presentation	9%	5%
Rideshares during peak times ("surge pricing")	N/A	5%
Other	N/A	*
None of the above	29%	28%





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12. **[ASKED IF EMPLOYED]** When thinking about your retirement plans, which of the following goals, if any, would you prioritize? You may select up to three responses.

	9/4-5, 2024
Paying ongoing living expenses	43%
Paying down debt	31%
Paying for my medical expenses	28%
Traveling in the US	27%
Passing on wealth to my family	25%
Paying off my home	25%
Travelling internationally	23%
Helping pay for my kids' education	17%
Moving into a retirement home or community	9%
Helping pay for my kids' housing	8%
Helping pay for my kids' wedding or other celebrations	7%
Buying a second home or vacation home	7%
Don't know	5%

13. Imagine you have the opportunity to set aside funds specifically for travel experiences. Which of the following would be your top choice on your "travel bucket list" or dream experiences?

	9/4-5, 2024
Natural wonders and scenic landscapes (e.g., Grand Canyon, Northern Lights, Great Barrier Reef, Swiss Alps)	24%
Beach paradises and luxury getaways (e.g., Maldives overwater bungalows, Greek Islands, Caribbean cruises)	20%
Iconic landmarks and cultural immersion (e.g., Great Wall of China, Machu Picchu, Tuscan cooking class, exploring Paris)	14%
Unique experiences and off-the-beaten-path destinations (e.g., stay in an ice hotel, visit remote islands, attend world-famous festivals)	12%
Wildlife and adventure expeditions (e.g., African safari, Galapagos Islands, hiking to Everest Base Camp, Amazon rainforest)	11%
Other	2%
I don't have any dream experiences related to travel	17%



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About the Study

These are some of the findings of the one hundred and second wave of an Ipsos poll conducted between September 4-5, 2024. For this survey, a sample of 1,081 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 one hundred and second wave was conducted September 4-5, 2024 among 1,081 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.





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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=1,081, DEFF=1.5, adjusted Confidence Interval=+/- 5.1 percentage points).

- The forty-sixth wave of this study has a credibility interval of plus or minus 2.5 percentage points.
- The first, fourth, fifth, sixth, seventh, eighth, ninth, eleventh, twelfth, thirteenth, fourteenth, fifteenth, sixteenth, seventeenth, eighteenth, twentieth, twenty-first, twenty-second, twenty-third, twenty-fourth, twenty-fifth, twenty-sixth, twenty-seventh, twenty-eighth, twenty-ninth, thirtieth, thirty-first, thirty-second, thirty-third, thirty-fourth, thirty-fifth, thirty-sixth, thirty-seventh, thirty-eighth, thirty-ninth, fortieth, forty-first, forty second, forty-third, forty-fourth, and forty-fifth waves of this study have a credibility interval of plus or minus 3.3 percentage points for all respondents.
- The second, third, tenth, and nineteenth waves of this study have a credibility interval of plus or minus 3.4 percentage points for all respondents.
- The forty-seventh, forty-eighth, forty-ninth, fiftieth, and fifty-first waves of this study have a credibility interval of plus or minus 3.5 percentage points.
- The fifty-second, fifty-third, fifty-fourth, fifty-fifth, fifty-sixth, fifty-seventh, fifty-eighth, fifty-ninth, sixtieth, sixty-first, sixty-second, sixty-third, sixty-fourth, sixty-fifth, sixty-sixth, sixty-seventh, sixty-eighth, sixty-ninth, seventieth, seventy-first, seventy-second, seventy-third, seventy-fourth, seventy-fifth, seventy-sixth, seventy-seventh, seventy-eighth, seventy-ninth, eightieth, eighty-first, eighty-second, eighty-third, eighty-fourth, eighty-fifth, eighty-sixth, eighty-seventh, eighty-eighth, eighty-eighth and a half, eighty-ninth, ninetieth, ninety-first, ninety-second, ninety-third, ninety-third and a half, ninety-fourth, ninety-fifth, ninety-sixth, ninety-sixth and a half, ninety-seventh, ninety-eighth, ninety-ninth, one hundredth, one hundred and first, and one hundred and second 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.

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

