



# PUBLIC POLL FINDINGS AND METHODOLOGY

## Ipsos Poll on Consumer Behavior

Washington, DC, September 20, 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
9/17-18, 2024 (N=599)	61%	17%	22%
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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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%

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

	<b>8/20-21, 2024 (N=1,083)</b>	<b>9/4-5, 2024 (N=1,081)</b>	<b>9/17-18, 2024 (N=1,084)</b>
Spending money on groceries in general	57%	47%	53%
Buying fresh produce at the grocery store	35%	32%	36%
Buying private or store label products	36%	33%	34%
Buying meat at the grocery store	25%	27%	27%
Buying ready-to-serve or ready-to-heat meals at the grocery store	18%	18%	19%

### Total Less Summary

	<b>8/20-21, 2024</b>	<b>9/4-5, 2024</b>	<b>9/17-18, 2024</b>
Buying ready-to-serve or ready-to-heat meals at the grocery store	21%	20%	20%
Buying meat at the grocery store	18%	17%	19%
Buying fresh produce at the grocery store	12%	12%	12%
Spending money on groceries in general	8%	11%	8%
Buying private or store label products	9%	9%	6%



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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? *(Continued)*

a. Spending money on groceries in general

	<b>8/20-21, 2024</b>	<b>9/4-5, 2024</b>	<b>9/17-18, 2024</b>
More	57%	47%	53%
About the same	32%	38%	34%
Less	8%	11%	8%
I don't tend to do this activity	2%	2%	4%
I don't know	1%	2%	1%

b. Buying fresh produce at the grocery store

	<b>8/20-21, 2024</b>	<b>9/4-5, 2024</b>	<b>9/17-18, 2024</b>
More	35%	32%	36%
About the same	51%	52%	49%
Less	12%	12%	12%
I don't tend to do this activity	2%	4%	2%
I don't know	*	1%	1%

c. Buying meat at the grocery store

	<b>8/20-21, 2024</b>	<b>9/4-5, 2024</b>	<b>9/17-18, 2024</b>
More	25%	27%	27%
About the same	53%	48%	47%
Less	18%	17%	19%
I don't tend to do this activity	4%	7%	6%
I don't know	1%	1%	1%

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

	<b>8/20-21, 2024</b>	<b>9/4-5, 2024</b>	<b>9/17-18, 2024</b>
More	18%	18%	19%
About the same	39%	40%	35%
Less	21%	20%	20%
I don't tend to do this activity	21%	20%	24%
I don't know	1%	2%	2%

e. Buying private or store label products

	<b>8/20-21, 2024</b>	<b>9/4-5, 2024</b>	<b>9/17-18, 2024</b>
More	36%	33%	34%
About the same	47%	48%	51%
Less	9%	9%	6%
I don't tend to do this activity	6%	8%	6%
I don't know	1%	2%	3%



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3. **[ASK OF THOSE WHO ARE SPENDING MORE ON GROCERIES IN Q2]** What are the top three reasons you are spending more money on groceries?

	<b>9/17-18, 2024 (N=602)</b>
Prices have increased the most on day-to-day essentials	76%
Inflation has driven prices up everywhere I shop	74%
I am dining out less and cooking at home more	25%
Some stores are overcharging their customers	22%
I am being offered fewer sales/promotions	19%
I am buying higher quality items	10%
I am ordering grocery delivery or pick up more often	9%
I am shopping at higher quality stores	6%
The number of people in my household has increased	5%
I have more money to spend than I used to	4%
Stores are investing in making the shopping experience better	2%
Other	1%

4. Many fast food chains have recently introduced new value options to their menus. How, if at all, has that impacted your visits to those chains?

	<b>9/17-18, 2024</b>
I have been going more often	15%
I have not changed my behavior	46%
I have been going less often	21%
Not applicable	15%
Don't know	3%





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### 5. 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)
9/17-18, 2024	21%	47%	21%	9%	2%	68%	30%
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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## 6. 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
<b>9/17-18, 2024</b>	78%	N/A	65%	68%	52%	58%
<b>9/4-5, 2024</b>	81%	N/A	62%	60%	50%	59%
<b>8/20-21, 2024</b>	81%	N/A	68%	62%	51%	63%
<b>8/6-7, 2024</b>	77%	77%	67%	65%	49%	N/A
<b>7/23-24, 2024</b>	78%	78%	64%	63%	50%	N/A
<b>6/25-26, 2024</b>	87%	77%	70%	65%	48%	N/A
<b>6/11-12, 2024</b>	81%	77%	73%	68%	53%	N/A
<b>5/14-15, 2024</b>	82%	78%	66%	65%	54%	N/A
<b>4/30-5/1, 2024</b>	81%	77%	64%	63%	49%	N/A
<b>4/16-17, 2024</b>	80%	74%	73%	60%	48%	N/A
<b>4/2-3, 2024</b>	84%	76%	66%	65%	53%	N/A
<b>3/19-20, 2024</b>	83%	81%	69%	68%	49%	N/A
<b>3/5-6, 2024</b>	79%	80%	66%	65%	53%	N/A
<b>2/21-22, 2024</b>	84%	81%	70%	68%	53%	N/A
<b>2/6-7, 2024</b>	84%	77%	70%	63%	51%	N/A
<b>1/23-24, 2024</b>	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)
<b>9/17-18, 2024</b>	22%	30%	18%	28%	3%	52%	46%
<b>9/4-5, 2024</b>	19%	31%	15%	33%	3%	50%	48%
<b>8/20-21, 2024</b>	22%	29%	19%	29%	1%	51%	47%
<b>8/6-7, 2024</b>	22%	27%	19%	30%	2%	49%	49%
<b>7/23-24, 2024</b>	22%	28%	19%	29%	2%	50%	48%
<b>6/25-26, 2024</b>	22%	26%	18%	30%	3%	48%	49%
<b>6/11-12, 2024</b>	24%	29%	22%	24%	2%	53%	46%
<b>5/14-15, 2024</b>	25%	29%	18%	26%	2%	54%	44%
<b>4/30-5/1, 2024</b>	22%	27%	18%	31%	2%	49%	49%
<b>4/16-17, 2024</b>	18%	30%	19%	31%	2%	48%	50%
<b>4/2-3, 2024</b>	22%	31%	16%	30%	1%	53%	46%
<b>3/19-20, 2024</b>	20%	28%	18%	31%	2%	49%	49%
<b>3/5-6, 2024</b>	25%	28%	17%	28%	2%	53%	45%
<b>2/21-22, 2024</b>	24%	29%	17%	29%	2%	53%	46%
<b>2/6-7, 2024</b>	21%	31%	19%	27%	2%	51%	46%
<b>1/23-24, 2024</b>	21%	28%	20%	29%	2%	49%	49%



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6. 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)
9/17-18, 2024	41%	26%	13%	16%	3%	68%	29%
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)
9/17-18, 2024	34%	44%	14%	4%	4%	78%	18%
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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6. 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)
9/17-18, 2024	18%	47%	20%	6%	9%	65%	26%
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)
9/17-18, 2024	29%	29%	25%	15%	1%	58%	40%
9/4-5, 2024	25%	35%	21%	18%	1%	59%	39%
8/20-21, 2024	27%	36%	20%	16%	1%	63%	36%

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

### Total Familiar Summary

	9/17-18, 2024
Kamala Harris and Donald Trump conducting their first, and perhaps only, debate	76%
Taylor Swift endorsing Kamala Harris for President	61%
Wildfires burning more than 100,000 acres across California	61%
Apple announcing the new iPhone 16 with enhanced AI capabilities	43%
The NFL announcing that Kendrick Lamar will headline next year's Super Bowl halftime show	38%
The European Central Bank cutting interest rates, ahead of the Federal Reserve likely planning to do the same in the U.S.	21%





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

#### a. Taylor Swift endorsing Kamala Harris for President

	<b>9/17-18, 2024</b>
Very familiar	39%
Somewhat familiar	22%
Heard of it, but that's it	24%
Never heard of it	16%
<i>Familiar (Net)</i>	<i>61%</i>
<i>Not Familiar (Net)</i>	<i>39%</i>

#### b. Kamala Harris and Donald Trump conducting their first, and perhaps only, debate

	<b>9/17-18, 2024</b>
Very familiar	48%
Somewhat familiar	27%
Heard of it, but that's it	17%
Never heard of it	7%
<i>Familiar (Net)</i>	<i>76%</i>
<i>Not Familiar (Net)</i>	<i>24%</i>

#### c. The European Central Bank cutting interest rates, ahead of the Federal Reserve likely planning to do the same in the U.S.

	<b>9/17-18, 2024</b>
Very familiar	5%
Somewhat familiar	16%
Heard of it, but that's it	23%
Never heard of it	56%
<i>Familiar (Net)</i>	<i>21%</i>
<i>Not Familiar (Net)</i>	<i>79%</i>

#### d. Apple announcing the new iPhone 16 with enhanced AI capabilities

	<b>9/17-18, 2024</b>
Very familiar	18%
Somewhat familiar	25%
Heard of it, but that's it	31%
Never heard of it	26%
<i>Familiar (Net)</i>	<i>43%</i>
<i>Not Familiar (Net)</i>	<i>57%</i>



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

e. Wildfires burning more than 100,000 acres across California

	<b>9/17-18, 2024</b>
Very familiar	23%
Somewhat familiar	38%
Heard of it, but that's it	26%
Never heard of it	13%
<i>Familiar (Net)</i>	<i>61%</i>
<i>Not Familiar (Net)</i>	<i>39%</i>

f. The NFL announcing that Kendrick Lamar will headline next year's Super Bowl halftime show

	<b>9/17-18, 2024</b>
Very familiar	18%
Somewhat familiar	20%
Heard of it, but that's it	22%
Never heard of it	40%
<i>Familiar (Net)</i>	<i>38%</i>
<i>Not Familiar (Net)</i>	<i>62%</i>

8. 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. Taylor Swift endorsing Kamala Harris for President

	<b>9/17-18, 2024</b>
I care a lot	17%
I care a little	21%
I don't care at all	58%
Don't know	4%

b. Kamala Harris and Donald Trump conducting their first, and perhaps only, debate

	<b>9/17-18, 2024</b>
I care a lot	37%
I care a little	34%
I don't care at all	26%
Don't know	4%



## PUBLIC POLL FINDINGS AND METHODOLOGY

8. 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 European Central Bank cutting interest rates, ahead of the Federal Reserve likely planning to do the same in the U.S.

	<b>9/17-18, 2024</b>
I care a lot	19%
I care a little	42%
I don't care at all	23%
Don't know	16%

d. Apple announcing the new iPhone 16 with enhanced AI capabilities

	<b>9/17-18, 2024</b>
I care a lot	11%
I care a little	28%
I don't care at all	57%
Don't know	4%

e. Wildfires burning more than 100,000 acres across California

	<b>9/17-18, 2024</b>
I care a lot	50%
I care a little	36%
I don't care at all	10%
Don't know	4%

f. The NFL announcing that Kendrick Lamar will headline next year's Super Bowl halftime show

	<b>9/17-18, 2024</b>
I care a lot	9%
I care a little	22%
I don't care at all	65%
Don't know	5%





# PUBLIC POLL FINDINGS AND METHODOLOGY

9. When do you plan to start your holiday shopping this year?

	I already started	September	October	November	December	I do not do any holiday shopping	Don't know
<b>9/17-18, 2024</b>	17%	3%	19%	29%	10%	13%	8%
<b>12/5-6, 2023</b>	67%	N/A	N/A	N/A	17%	11%	5%
<b>11/7-8, 2023</b>	31%	N/A	N/A	28%	18%	13%	9%
<b>10/10-11, 2023</b>	19%	N/A	10%	40%	10%	12%	8%
<b>9/12-13, 2023</b>	14%	N/A	21%	33%	9%	12%	10%
<b>11/9-10, 2022</b>	36%	N/A	N/A	23%	17%	15%	10%
<b>10/25-26, 2022</b>	23%	N/A	5%	33%	12%	16%	11%
<b>8/16-17, 2022</b>	9%	8%	17%	29%	11%	18%	8%
<b>11/9-10, 2021</b>	34%	N/A	N/A	22%	16%	18%	9%
<b>10/12-13, 2021</b>	22%	N/A	9%	33%	8%	13%	15%
<b>9/28-29, 2021</b>	18%	N/A	15%	30%	8%	14%	15%
<b>8/18-19, 2021</b>	13%	7%	19%	30%	11%	11%	10%
<b>11/24-25, 2020</b>	50%	N/A	N/A	12%	17%	12%	8%
<b>10/13-14, 2020</b>	25%	N/A	8%	30%	9%	15%	13%
<b>9/29-30, 2020</b>	19%	2%	17%	26%	8%	13%	14%
<b>9/15-16, 2020</b>	14%	3%	16%	25%	9%	14%	19%
<b>9/1-2, 2020</b>	12%	7%	17%	28%	10%	12%	13%

10. To the best of your knowledge, which of the following sweeteners commonly used in food are natural, and which are artificial?

a. Honey

	<b>9/17-18, 2024</b>
Natural	95%
Artificial	2%
Don't know	4%

b. Stevia

	<b>9/17-18, 2024</b>
Natural	33%
Artificial	43%
Don't know	24%

c. Coconut sugar

	<b>9/17-18, 2024</b>
Natural	70%
Artificial	7%
Don't know	23%



## PUBLIC POLL FINDINGS AND METHODOLOGY

10. To the best of your knowledge, which of the following sweeteners commonly used in food are natural, and which are artificial? *(Continued)*

d. Sucrose

	<b>9/17-18, 2024</b>
Natural	30%
Artificial	43%
Don't know	27%

e. Fructose

	<b>9/17-18, 2024</b>
Natural	40%
Artificial	41%
Don't know	20%

f. Aspartame

	<b>9/17-18, 2024</b>
Natural	8%
Artificial	67%
Don't know	25%

g. Saccharin

	<b>9/17-18, 2024</b>
Natural	13%
Artificial	58%
Don't know	29%

h. Sucralose

	<b>9/17-18, 2024</b>
Natural	15%
Artificial	50%
Don't know	35%



# PUBLIC POLL FINDINGS AND METHODOLOGY

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

### Total Agree Summary

	<b>9/17-18, 2024</b>
I have a good understanding of what is a natural sweetener vs. an artificial sweetener	69%
I try to limit the artificial sweeteners I consume	66%
I check the labels for sweeteners when I'm grocery shopping	59%
I think about sweeteners in food and drinks more than I used to	55%
I don't think too much about the sweeteners in my food when I'm grocery shopping	50%

a. I try to limit the artificial sweeteners I consume

	<b>9/17-18, 2024</b>
Strongly agree	34%
Somewhat agree	32%
Somewhat disagree	20%
Strongly disagree	11%
Don't know	4%
<i>Agree (Net)</i>	<b>66%</b>
<i>Disagree (Net)</i>	<b>30%</b>

b. I have a good understanding of what is a natural sweetener vs. an artificial sweetener

	<b>9/17-18, 2024</b>
Strongly agree	20%
Somewhat agree	50%
Somewhat disagree	18%
Strongly disagree	7%
Don't know	5%
<i>Agree (Net)</i>	<b>69%</b>
<i>Disagree (Net)</i>	<b>25%</b>

c. I don't think too much about the sweeteners in my food when I'm grocery shopping

	<b>9/17-18, 2024</b>
Strongly agree	16%
Somewhat agree	34%
Somewhat disagree	27%
Strongly disagree	20%
Don't know	2%
<i>Agree (Net)</i>	<b>50%</b>
<i>Disagree (Net)</i>	<b>47%</b>



## PUBLIC POLL FINDINGS AND METHODOLOGY

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

d. I think about sweeteners in food and drinks more than I used to

	<b>9/17-18, 2024</b>
Strongly agree	22%
Somewhat agree	33%
Somewhat disagree	24%
Strongly disagree	16%
Don't know	4%
<i>Agree (Net)</i>	<i>55%</i>
<i>Disagree (Net)</i>	<i>40%</i>

e. I check the labels for sweeteners when I'm grocery shopping

	<b>9/17-18, 2024</b>
Strongly agree	24%
Somewhat agree	35%
Somewhat disagree	22%
Strongly disagree	16%
Don't know	3%
<i>Agree (Net)</i>	<i>59%</i>
<i>Disagree (Net)</i>	<i>39%</i>





## PUBLIC POLL FINDINGS AND METHODOLOGY

### About the Study

These are some of the findings of the one hundred and third wave of an Ipsos poll conducted between September 17-18, 2024. For this survey, a sample of 1,084 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 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 one hundred and third wave was conducted September 17-18, 2024 among 1,084 adults

The sample for this study was randomly drawn from [Ipsos' online panel](#), partner online panel sources, and ["river" sampling](#) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2022 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.



## PUBLIC POLL FINDINGS AND METHODOLOGY

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.6 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,084, 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, one hundred and second, and one hundred and third 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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