



# PUBLIC POLL FINDINGS AND METHODOLOGY

## Ipsos Poll on Consumer Behavior

Washington, DC, October 18, 2024

1. Regarding your type of housing, do you currently...?

	<b>10/15-16, 2024 (N=1,085)</b>
Own	65%
Rent	30%
Neither	5%

2. Of the following options, which ONE is your most preferred living situation?

	<b>10/15-16, 2024</b>
Detached home in the suburbs	41%
Detached home outside of the city or suburbs (such as in a rural area)	23%
Detached home in the city	12%
Townhouse/apartment/condo in the city	12%
Townhouse/apartment/condo in the suburbs	6%
Other	2%
Don't know	4%

3. When thinking about your housing situation and more generally about the housing market where you live, how much do you agree or disagree with the following?

### Total Agree Summary

	<b>10/15-16, 2024</b>
My community should approve additional affordable housing construction	59%
There aren't enough homes on the market where I live	42%
The President of the United States has a lot of control over housing prices	39%
Renting where I live is more affordable than owning	34%
I'd like to move, but my mortgage rate is much lower than current rates so I'm stuck	30%

3. When thinking about your housing situation and more generally about the housing market where you live, how much do you agree or disagree with the following? *(Continued)*

a. There aren't enough homes on the market where I live

	<b>10/15-16, 2024</b>
Strongly agree	16%
Somewhat agree	25%
Somewhat disagree	29%
Strongly disagree	16%
Don't know	14%
<i>Agree (Net)</i>	<i>42%</i>
<i>Disagree (Net)</i>	<i>45%</i>

b. I'd like to move, but my mortgage rate is much lower than current rates so I'm stuck

	<b>10/15-16, 2024</b>
Strongly agree	12%
Somewhat agree	19%
Somewhat disagree	22%
Strongly disagree	36%
Don't know	12%
<i>Agree (Net)</i>	<i>30%</i>
<i>Disagree (Net)</i>	<i>57%</i>

c. My community should approve additional affordable housing construction

	<b>10/15-16, 2024</b>
Strongly agree	28%
Somewhat agree	31%
Somewhat disagree	15%
Strongly disagree	15%
Don't know	11%
<i>Agree (Net)</i>	<i>59%</i>
<i>Disagree (Net)</i>	<i>30%</i>

d. Renting where I live is more affordable than owning

	<b>10/15-16, 2024</b>
Strongly agree	10%
Somewhat agree	23%
Somewhat disagree	25%
Strongly disagree	26%
Don't know	15%
<i>Agree (Net)</i>	<i>34%</i>
<i>Disagree (Net)</i>	<i>51%</i>



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3. When thinking about your housing situation and more generally about the housing market where you live, how much do you agree or disagree with the following? (*Continued*)

e. The President of the United States has a lot of control over housing prices

	<b>10/15-16, 2024</b>
Strongly agree	13%
Somewhat agree	26%
Somewhat disagree	25%
Strongly disagree	21%
Don't know	14%
<i>Agree (Net)</i>	<i>39%</i>
<i>Disagree (Net)</i>	<i>47%</i>





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4. **[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
10/15-16, 2024 (N=622)	57%	17%	27%
10/1-2, 2024 (N=565)	59%	15%	26%
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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4. **[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%





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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)
<b>10/15-16, 2024</b>	24%	48%	19%	7%	1%	72%	27%
<b>10/1-2, 2024</b>	22%	47%	22%	7%	1%	69%	30%
<b>9/17-18, 2024</b>	21%	47%	21%	9%	2%	68%	30%
<b>9/4-5, 2024</b>	22%	49%	19%	8%	1%	71%	27%
<b>8/20-21, 2024</b>	23%	50%	19%	7%	2%	72%	26%
<b>8/6-7, 2024</b>	22%	54%	16%	6%	2%	76%	22%
<b>6/25-26, 2024</b>	24%	49%	19%	7%	1%	73%	26%
<b>6/11-12, 2024</b>	25%	48%	19%	6%	1%	73%	26%
<b>4/16-17, 2024</b>	24%	42%	20%	12%	2%	66%	32%
<b>3/19-20, 2024</b>	23%	47%	21%	9%	1%	70%	29%
<b>3/5-6, 2024</b>	22%	46%	21%	9%	3%	67%	30%
<b>2/21-22, 2024</b>	18%	52%	19%	10%	1%	70%	28%
<b>2/6-7, 2024</b>	20%	46%	19%	12%	3%	67%	31%
<b>1/23-24, 2024</b>	19%	47%	22%	10%	2%	66%	32%
<b>12/5-6, 2023</b>	20%	52%	17%	9%	3%	72%	25%
<b>11/7-8, 2023</b>	21%	47%	21%	9%	2%	68%	31%
<b>10/24-25, 2023</b>	17%	49%	20%	10%	3%	67%	30%
<b>10/10-11, 2023</b>	22%	47%	18%	10%	4%	68%	28%
<b>9/26-27, 2023</b>	21%	50%	19%	9%	2%	71%	27%
<b>9/12-13, 2023</b>	21%	48%	19%	9%	2%	70%	28%
<b>8/29-30, 2023</b>	20%	49%	20%	9%	2%	69%	29%
<b>8/15-16, 2023</b>	25%	43%	24%	7%	2%	68%	31%
<b>8/1-2, 2023</b>	20%	52%	17%	8%	3%	71%	25%
<b>7/18-19, 2023</b>	19%	45%	25%	10%	1%	64%	35%
<b>6/21-22, 2023</b>	20%	48%	20%	8%	3%	69%	28%
<b>6/6-7, 2023</b>	21%	52%	18%	7%	1%	73%	26%
<b>5/23-24, 2023</b>	21%	47%	19%	7%	5%	69%	26%
<b>5/9-10, 2023</b>	17%	48%	24%	9%	3%	65%	32%



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

### Total Familiar Summary

	<b>10/15-16, 2024</b>
Hurricane Milton causing widespread flooding and power outages in Florida	89%
Elon Musk appearing with former President Trump at a campaign rally	56%
Obesity rates in the U.S. improving after a decade of increases	33%
The EPA mandating lead pipes be removed from the water system within 10 years	30%
A bear named 128 Grazer winning the annual "Fat Bear Week" vote	13%

#### a. A bear named 128 Grazer winning the annual "Fat Bear Week" vote

	<b>10/15-16, 2024</b>
Very familiar	3%
Somewhat familiar	10%
Heard of it, but that's it	11%
Never heard of it	75%
<i>Familiar (Net)</i>	<i>13%</i>
<i>Not Familiar (Net)</i>	<i>87%</i>

#### b. Hurricane Milton causing widespread flooding and power outages in Florida

	<b>10/15-16, 2024</b>
Very familiar	61%
Somewhat familiar	28%
Heard of it, but that's it	9%
Never heard of it	2%
<i>Familiar (Net)</i>	<i>89%</i>
<i>Not Familiar (Net)</i>	<i>11%</i>

#### c. Elon Musk appearing with former President Trump at a campaign rally

	<b>10/15-16, 2024</b>
Very familiar	30%
Somewhat familiar	26%
Heard of it, but that's it	22%
Never heard of it	22%
<i>Familiar (Net)</i>	<i>56%</i>
<i>Not Familiar (Net)</i>	<i>44%</i>



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

d. The EPA mandating lead pipes be removed from the water system within 10 years

	<b>10/15-16, 2024</b>
Very familiar	8%
Somewhat familiar	22%
Heard of it, but that's it	25%
Never heard of it	45%
<i>Familiar (Net)</i>	<i>30%</i>
<i>Not Familiar (Net)</i>	<i>70%</i>

e. Obesity rates in the U.S. improving after a decade of increases

	<b>10/15-16, 2024</b>
Very familiar	9%
Somewhat familiar	24%
Heard of it, but that's it	21%
Never heard of it	45%
<i>Familiar (Net)</i>	<i>33%</i>
<i>Not Familiar (Net)</i>	<i>67%</i>

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. A bear named 128 Grazer winning the annual "Fat Bear Week" vote

	<b>10/15-16, 2024</b>
I care a lot	4%
I care a little	18%
I don't care at all	63%
Don't know	15%

b. Hurricane Milton causing widespread flooding and power outages in Florida

	<b>10/15-16, 2024</b>
I care a lot	70%
I care a little	25%
I don't care at all	3%
Don't know	2%

c. Elon Musk appearing with former President Trump at a campaign rally

	<b>10/15-16, 2024</b>
I care a lot	18%
I care a little	26%
I don't care at all	50%
Don't know	6%





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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*)

d. The EPA mandating lead pipes be removed from the water system within 10 years

	<b>10/15-16, 2024</b>
I care a lot	42%
I care a little	35%
I don't care at all	13%
Don't know	10%

e. Obesity rates in the U.S. improving after a decade of increases

	<b>10/15-16, 2024</b>
I care a lot	32%
I care a little	45%
I don't care at all	16%
Don't know	8%

8. 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>10/15-16, 2024</b>	25%	N/A	6%	39%	11%	11%	8%
<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%



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9. [ASKED IF Q8 ≠ I DO NOT DO ANY HOLIDAY SHOPPING] Do you agree or disagree with the following statements?

### Total Agree Summary

	9/1-2, 2020 (N=618)	8/18-19, 2021 (N=722)	9/28-29, 2021 (N=1,004)	10/10-11, 2023 (N=971)	10/15-16, 2024 (N=939)
It's important for me to support locally-owned stores this holiday season	N/A	N/A	N/A	65%	73%
I plan to shop mostly online this holiday season	-	68%	68%	60%	68%
I know exactly the stores I plan to shop at during the holiday shopping season	54%	53%	N/A	58%	55%
I plan to travel to see friends or family this holiday season	N/A	N/A	40%	N/A	46%
I plan to spend more during the holiday shopping season this year than I did last year	27%	34%	29%	36%	33%

*\*Previous waves included additional logic.*

a. I know exactly the stores I plan to shop at during the holiday shopping season

	9/1-2, 2020	8/18-19, 2021	10/10-11, 2023	10/15-16, 2024
Strongly agree	18%	19%	16%	22%
Somewhat agree	36%	34%	43%	34%
Somewhat disagree	25%	26%	23%	24%
Strongly disagree	12%	12%	9%	9%
Don't know	9%	9%	10%	11%
<b>Agree (Net)</b>	<b>54%</b>	<b>53%</b>	<b>58%</b>	<b>55%</b>
<b>Disagree (Net)</b>	<b>37%</b>	<b>38%</b>	<b>32%</b>	<b>33%</b>

b. I plan to spend more during the holiday shopping season this year than I did last year

	9/1-2, 2020	8/18-19, 2021	9/28-29, 2021	10/10-11, 2023	10/15-16, 2024
Strongly agree	10%	12%	9%	11%	11%
Somewhat agree	17%	22%	21%	25%	21%
Somewhat disagree	40%	37%	36%	34%	35%
Strongly disagree	26%	19%	21%	19%	21%
Don't know	7%	10%	14%	10%	11%
<b>Agree (Net)</b>	<b>27%</b>	<b>34%</b>	<b>29%</b>	<b>36%</b>	<b>33%</b>
<b>Disagree (Net)</b>	<b>66%</b>	<b>57%</b>	<b>57%</b>	<b>54%</b>	<b>56%</b>





## PUBLIC POLL FINDINGS AND METHODOLOGY

9. **[ASKED IF Q8 ≠ I DO NOT DO ANY HOLIDAY SHOPPING]** Do you agree or disagree with the following statements? *(Continued)*

c. I plan to shop mostly online this holiday season

	<b>8/18-19, 2021</b>	<b>9/28-29, 2021</b>	<b>10/10-11, 2023</b>	<b>10/15-16, 2024</b>
Strongly agree	33%	30%	20%	22%
Somewhat agree	35%	38%	40%	45%
Somewhat disagree	16%	13%	20%	19%
Strongly disagree	8%	8%	13%	6%
Don't know	7%	11%	8%	7%
<i>Agree (Net)</i>	<b>68%</b>	<b>68%</b>	<b>60%</b>	<b>68%</b>
<i>Disagree (Net)</i>	<b>25%</b>	<b>21%</b>	<b>33%</b>	<b>25%</b>

d. I plan to travel to see friends or family this holiday season

	<b>9/28-29, 2021</b>	<b>10/15-16, 2024</b>
Strongly agree	16%	23%
Somewhat agree	24%	24%
Somewhat disagree	20%	20%
Strongly disagree	27%	25%
Don't know	13%	8%
<i>Agree (Net)</i>	<b>40%</b>	<b>46%</b>
<i>Disagree (Net)</i>	<b>47%</b>	<b>45%</b>

e. It's important for me to support locally-owned stores this holiday season

	<b>10/10-11, 2023</b>	<b>10/15-16, 2024</b>
Strongly agree	18%	21%
Somewhat agree	48%	53%
Somewhat disagree	20%	16%
Strongly disagree	6%	4%
Don't know	9%	7%
<i>Agree (Net)</i>	<b>65%</b>	<b>73%</b>
<i>Disagree (Net)</i>	<b>26%</b>	<b>20%</b>





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10. New medications are coming on the market that might help people control cravings. How interested, if at all, would you be in a medication that helped reduce cravings for the following?

### Total Interested Summary

	<b>10/15-16, 2024</b>
Eating sweets (i.e., candy, cookies, chocolate, etc.)	51%
Eating generally (weight loss)	50%
Eating salty snacks	47%
Drinking coffee	36%
<b>[ASKED IF AGE 21+] Drinking alcohol</b>	33%
Smoking or vaping	28%
Gambling or betting	22%

#### a. Eating generally (weight loss)

	<b>10/15-16, 2024</b>
Very interested	24%
Somewhat interested	27%
Not very interested	16%
Not at all interested	24%
Don't know	5%
Does not apply	6%
<i>Interested (Net)</i>	50%
<i>Not Interested (Net)</i>	39%

#### b. Eating salty snacks

	<b>10/15-16, 2024</b>
Very interested	15%
Somewhat interested	32%
Not very interested	19%
Not at all interested	27%
Don't know	4%
Does not apply	3%
<i>Interested (Net)</i>	47%
<i>Not Interested (Net)</i>	46%





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10. New medications are coming on the market that might help people control cravings. How interested, if at all, would you be in a medication that helped reduce cravings for the following? (*Continued*)

c. **[ASKED IF AGE 21+]** Drinking alcohol

	<b>10/15-16, 2024 (N=1,054)</b>
Very interested	14%
Somewhat interested	19%
Not very interested	15%
Not at all interested	37%
Don't know	3%
Does not apply	12%
<i>Interested (Net)</i>	33%
<i>Not Interested (Net)</i>	52%

d. Drinking coffee

	<b>10/15-16, 2024</b>
Very interested	18%
Somewhat interested	18%
Not very interested	18%
Not at all interested	35%
Don't know	2%
Does not apply	9%
<i>Interested (Net)</i>	36%
<i>Not Interested (Net)</i>	54%

e. Gambling or betting

	<b>10/15-16, 2024</b>
Very interested	9%
Somewhat interested	12%
Not very interested	13%
Not at all interested	44%
Don't know	2%
Does not apply	19%
<i>Interested (Net)</i>	22%
<i>Not Interested (Net)</i>	56%





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10. New medications are coming on the market that might help people control cravings. How interested, if at all, would you be in a medication that helped reduce cravings for the following? *(Continued)*

f. Smoking or vaping

	<b>10/15-16, 2024</b>
Very interested	16%
Somewhat interested	12%
Not very interested	8%
Not at all interested	40%
Don't know	2%
Does not apply	22%
<i>Interested (Net)</i>	<b>28%</b>
<i>Not Interested (Net)</i>	<b>48%</b>

g. Eating sweets (i.e., candy, cookies, chocolate, etc.)

	<b>10/15-16, 2024</b>
Very interested	20%
Somewhat interested	31%
Not very interested	20%
Not at all interested	23%
Don't know	4%
Does not apply	2%
<i>Interested (Net)</i>	<b>51%</b>
<i>Not Interested (Net)</i>	<b>43%</b>

11. When thinking about the data you share with companies, how much do you agree or disagree with the following?

Total Agree Summary

	<b>10/15-16, 2024</b>
I just assume companies are always collecting and tracking data about me	85%
I don't have enough control over how companies use my data	73%
I am willing to subscribe to email newsletters from a brand or store if I get a discount on products	72%
I am willing to subscribe to text messages if I get a discount on products	61%
I have a good understanding of how companies collect and use data about me	53%



## PUBLIC POLL FINDINGS AND METHODOLOGY

11. When thinking about the data you share with companies, how much do you agree or disagree with the following? *(Continued)*

a. I am willing to subscribe to email newsletters from a brand or store if I get a discount on products

	<b>10/15-16, 2024</b>
Strongly agree	22%
Somewhat agree	50%
Somewhat disagree	17%
Strongly disagree	7%
Don't know	3%
<i>Agree (Net)</i>	<i>72%</i>
<i>Disagree (Net)</i>	<i>25%</i>

b. I am willing to subscribe to text messages if I get a discount on products

	<b>10/15-16, 2024</b>
Strongly agree	16%
Somewhat agree	44%
Somewhat disagree	20%
Strongly disagree	15%
Don't know	5%
<i>Agree (Net)</i>	<i>61%</i>
<i>Disagree (Net)</i>	<i>35%</i>

c. I don't have enough control over how companies use my data

	<b>10/15-16, 2024</b>
Strongly agree	32%
Somewhat agree	41%
Somewhat disagree	13%
Strongly disagree	6%
Don't know	8%
<i>Agree (Net)</i>	<i>73%</i>
<i>Disagree (Net)</i>	<i>19%</i>

d. I just assume companies are always collecting and tracking data about me

	<b>10/15-16, 2024</b>
Strongly agree	43%
Somewhat agree	42%
Somewhat disagree	8%
Strongly disagree	2%
Don't know	5%
<i>Agree (Net)</i>	<i>85%</i>
<i>Disagree (Net)</i>	<i>10%</i>





## PUBLIC POLL FINDINGS AND METHODOLOGY

11. When thinking about the data you share with companies, how much do you agree or disagree with the following? *(Continued)*

e. I have a good understanding of how companies collect and use data about me

	<b>10/15-16, 2024</b>
Strongly agree	11%
Somewhat agree	42%
Somewhat disagree	28%
Strongly disagree	12%
Don't know	7%
<i>Agree (Net)</i>	<i>53%</i>
<i>Disagree (Net)</i>	<i>40%</i>

12. Regardless of your views on Diversity, Equity, & Inclusion (DEI), when it comes to discussing or learning about issues related to DEI, how much trust, if any, do you have in the following?

Total A great deal/A fair amount Summary

	<b>10/15-16, 2024</b>
People like you	76%
Academic Experts, Educators	59%
Journalists, news media	40%
Companies/brands	36%
Activists	35%
Elected officials	27%
CEOs	26%
Celebrities	26%
Social Media Influencers	23%

a. Elected officials

	<b>10/15-16, 2024</b>
A great deal	4%
A fair amount	23%
Not very much	46%
None at all	27%
<i>A great deal/A fair amount (Net)</i>	<i>27%</i>
<i>Not very much/None at all (Net)</i>	<i>73%</i>







## PUBLIC POLL FINDINGS AND METHODOLOGY

12. Regardless of your views on Diversity, Equity, & Inclusion (DEI), when it comes to discussing or learning about issues related to DEI, how much trust, if any, do you have in the following? *(Continued)*

b. Journalists, news media

	<b>10/15-16, 2024</b>
A great deal	7%
A fair amount	32%
Not very much	38%
None at all	22%
<i>A great deal/A fair amount (Net)</i>	<i>40%</i>
<i>Not very much/None at all (Net)</i>	<i>60%</i>

c. People like you

	<b>10/15-16, 2024</b>
A great deal	18%
A fair amount	58%
Not very much	18%
None at all	6%
<i>A great deal/A fair amount (Net)</i>	<i>76%</i>
<i>Not very much/None at all (Net)</i>	<i>24%</i>

d. CEOs

	<b>10/15-16, 2024</b>
A great deal	5%
A fair amount	21%
Not very much	51%
None at all	23%
<i>A great deal/A fair amount (Net)</i>	<i>26%</i>
<i>Not very much/None at all (Net)</i>	<i>74%</i>

e. Academic Experts, Educators

	<b>10/15-16, 2024</b>
A great deal	17%
A fair amount	43%
Not very much	26%
None at all	15%
<i>A great deal/A fair amount (Net)</i>	<i>59%</i>
<i>Not very much/None at all (Net)</i>	<i>41%</i>





## PUBLIC POLL FINDINGS AND METHODOLOGY

12. Regardless of your views on Diversity, Equity, & Inclusion (DEI), when it comes to discussing or learning about issues related to DEI, how much trust, if any, do you have in the following? *(Continued)*

f. Celebrities

	<b>10/15-16, 2024</b>
A great deal	5%
A fair amount	20%
Not very much	38%
None at all	36%
<i>A great deal/A fair amount (Net)</i>	<i>26%</i>
<i>Not very much/None at all (Net)</i>	<i>74%</i>

g. Social Media Influencers

	<b>10/15-16, 2024</b>
A great deal	4%
A fair amount	19%
Not very much	40%
None at all	36%
<i>A great deal/A fair amount (Net)</i>	<i>23%</i>
<i>Not very much/None at all (Net)</i>	<i>77%</i>

h. Activists

	<b>10/15-16, 2024</b>
A great deal	7%
A fair amount	28%
Not very much	39%
None at all	26%
<i>A great deal/A fair amount (Net)</i>	<i>35%</i>
<i>Not very much/None at all (Net)</i>	<i>65%</i>

i. Companies/brands

	<b>10/15-16, 2024</b>
A great deal	7%
A fair amount	28%
Not very much	45%
None at all	19%
<i>A great deal/A fair amount (Net)</i>	<i>36%</i>
<i>Not very much/None at all (Net)</i>	<i>64%</i>





## PUBLIC POLL FINDINGS AND METHODOLOGY

13. If a brand has a strong commitment to Diversity, Equity, & Inclusion (DEI) as shared in the news or social media, does that make you more or less likely to purchase things from that brand, or does it make no difference?

	<b>10/15-16, 2024</b>
Much more likely	11%
Somewhat more likely	23%
No impact	47%
Somewhat less likely	5%
Much less likely	10%
Don't know	4%
<i>More Likely (Net)</i>	<b>34%</b>
<i>Less Likely (Net)</i>	<b>15%</b>





## PUBLIC POLL FINDINGS AND METHODOLOGY

### About the Study

These are some of the findings of the one hundred and fifth wave of an Ipsos poll conducted between October 15-16, 2024. For this survey, a sample of 1,085 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

- The first wave was conducted between April 10-13, 2020, among 1,114 U.S. adults
- The second was conducted April 17-20, 2020, among 1,111 U.S. adults
- The third was conducted April 27-28, 2020, among 1,112 U.S. adults
- The fourth was conducted May 4-5, 2020, among 1,114 U.S. adults
- The fifth wave was conducted May 14-15, 2020, among 1,114 U.S. adults
- The sixth wave was conducted May 28-29, 2020, among 1,113 U.S. adults
- The seventh wave was conducted June 8-9, 2020, among 1,113 U.S. adults
- The eighth wave was conducted June 23-24, 2020, among 1,113 U.S. adults
- The ninth wave was conducted July 21-22, 2020, among 1,115 U.S. adults
- The tenth wave was conducted August 4-5, 2020, among 1,111 U.S. adults
- The eleventh wave was conducted August 18-10, 2020, among 1,115 U.S. adults
- The twelfth wave was conducted September 1-2, 2020, among 1,113 U.S. adults
- The thirteenth wave was conducted September 15-16, 2020, among 1,113 U.S. adults
- The fourteenth wave was conducted September 29-30, 2020, among 1,115 U.S. adults
- The fifteenth wave was conducted October 13-14, 2020, among 1,114 U.S. adults
- The sixteenth wave was conducted October 27-28, 2020, among 1,115 U.S. adults
- The seventeenth wave was conducted November 10-12, 2020, among 1,113 adults
- The eighteenth wave was conducted November 24-25, 2020, among 1,114 adults
- The nineteenth wave was conducted December 9-10, 2020, among 1,112 adults
- The twentieth wave was conducted January 20-21, 2021, among 1,115 adults
- The twenty-first wave was conducted February 2-3, 2021, among 1,115 adults
- The twenty-second wave was conducted February 17-18, 2021, among 1,115 adults
- The twenty-third wave was conducted March 2-3, 2021, among 1,115 adults.
- The twenty-fourth wave was conducted March 15-16, 2021, among 1,115 adults.
- The twenty-fifth wave was conducted March 30-31, 2021, among 1,115 adults.
- The twenty-sixth wave was conducted April 13-14, 2021, among 1,115 adults.
- The twenty-seventh wave was conducted April 27-28, 2021, among 1,115 adults.
- The twenty-eighth wave was conducted May 11-12, 2021, among 1,167 adults.
- The twenty-ninth wave was conducted May 25-26, 2021, among 1,178 adults.
- The thirtieth wave was conducted June 8-9, 2021, among 1,177 adults.
- The thirty-first wave was conducted June 22-23, 2021, among 1,176 adults.
- The thirty-second wave was conducted July 6-7, 2021, among 1,179 adults.
- The thirty-third wave was conducted July 20-21, 2021, among 1,137 adults.
- The thirty-fourth wave was conducted August 3-4, 2021, among 1,174 adults.
- The thirty-fifth wave was conducted August 18-19, 2021, among 1,177 adults.
- The thirty-sixth wave was conducted August 31-September 1, 2021, among 1,166 adults.
- The thirty-seventh wave was conducted September 14-15, 2021, among 1,177 adults.
- The thirty-eighth wave was conducted September 28-29, 2021, among 1,173 adults.
- The thirty-ninth wave was conducted October 12-13, 2021, among 1,174 adults.
- The fortieth wave was conducted October 26-27, 2021, among 1,160 adults.
- The forty-first wave was conducted November 9-10, 2021, among 1,160 adults



## PUBLIC POLL FINDINGS AND METHODOLOGY

- The forty-second wave was conducted November 22-23, 2021, among 1,162 adults
- The forty-third wave was conducted December 7-8, 2021, among 1,160 adults
- The forty-fourth wave was conducted January 4-5, 2022, among 1,158 adults
- The forty-fifth wave was conducted January 18-19, 2022, among 1,158 adults
- The forty-sixth wave was conducted February 2-3, 2022, among 2,010 adults
- The forty-seventh wave was conducted February 15-16, 2022, among 1,156 adults
- The forty-eighth wave was conducted March 1-2, 2022, among 1,154 adults
- The forty-ninth wave was conducted March 15-16, 2022, among 1,154 adults
- The fiftieth wave was conducted March 29-30, 2022, among 1,152 adults
- The fifty-first wave was conducted April 12-13, 2022, among 1,165 adults
- The fifty-second wave was conducted April 26-27, 2022, among 1,136 adults
- The fifty-third wave was conducted May 10-11, 2022, among 1,120 adults
- The fifty-fourth wave was conducted May 24-25, 2022, among 1,120 adults
- The fifty-fifth wave was conducted June 7-8, 2022, among 1,117 adults
- The fifty-sixth wave was conducted June 22-23, 2022, among 1,117 adults
- The fifty-seventh wave was conducted July 19-20, 2022, among 1,120 adults
- The fifty-eighth wave was conducted August 2-3, 2022, among 1,119 adults
- The fifty-ninth wave was conducted August 16-17, 2022, among 1,120 adults
- The sixtieth wave was conducted August 30-31, 2022, among 1,110 adults
- The sixty-first wave was conducted September 13-14, 2022, among 1,118 adults
- The sixty-second wave was conducted September 27-28, 2022, among 1,120 adults
- The sixty-third wave was conducted October 11-12, 2022, among 1,120 adults
- The sixty-fourth wave was conducted October 25-26, 2022, among 1,120 adults
- The sixty-fifth wave was conducted November 11-12, 2022, among 1,115 adults
- The sixty-sixth wave was conducted December 7-8, 2022, among 1,118 adults
- The sixty-seventh wave was conducted January 18-19, 2023, among 1,119 adults
- The sixty-eighth wave was conducted January 31-February 1, 2023, among 1,118 adults
- The sixty-ninth wave was conducted February 14-15, 2023, among 1,109 adults
- The seventieth wave was conducted February 28- March 1, 2023 among 1,105 adults
- The seventy-first wave was conducted March 14-15, 2023 among 1,119 adults
- The seventy-second wave was conducted March 28-29, 2023, among 1,120 adults
- The seventy-third wave was conducted April 11-12, 2023, among 1,120 adults
- The seventy-fourth wave was conducted April 25-26, 2023, among 1,120 adults
- The seventy-fifth wave was conducted May 9-10, 2023, among 1,117 adults
- The seventy-sixth wave was conducted May 23-24, 2023, among 1,116 adults
- The seventy-seventh wave was conducted June 6-7, 2023 among 1,108 adults
- The seventy-eighth wave was conducted June 21-22, 2023 among 1,109 adults
- The seventy-ninth wave was conducted July 18-19, 2023 among 1,109 adults
- The eightieth wave was conducted August 1-2, 2023 among 1,118 adults
- The eighty-first wave was conducted August 15-16, 2023 among 1,115 adults
- The eighty-second wave was conducted August 29-30, 2023 among 1,103 adults
- The eighty-third wave was conducted September 12-13, 2023 among 1,116 adults
- The eighty-fourth wave was conducted September 26-27, 2023 among 1,116 adults





## PUBLIC POLL FINDINGS AND METHODOLOGY

- The eighty-fifth wave was conducted October 10-11, 2023 among 1,119 adults
- The eighty-sixth wave was conducted October 24-25, 2023 among 1,118 adults
- The eighty-seventh wave was conducted November 7-8, 2023 among 1,120 adults
- The eighty-eighth wave was conducted December 5-6, 2023 among 1,120 adults
- The eighty-eighth and a half wave was conducted January 9-10, 2024 among 1,119 adults
- The eighty-ninth wave was conducted January 23-24, 2024 among 1,118 adults
- The ninetieth wave was conducted February 6-7, 2024 among 1,120 adults
- The ninety-first wave was conducted February 21-22, 2024 among 1,119 adults
- The ninety-second wave was conducted March 5-6, 2024 among 1,084 adults
- The ninety-third wave was conducted March 19-20, 2024 among 1,120 adults
- The ninety-third and a half wave was conducted April 2-3, 2024 among 1,082 adults
- The ninety-fourth wave was conducted April 16-17, 2024 among 1,081 adults
- The ninety-fifth wave was conducted April 30-May 1, 2024 among 1,081 adults
- The ninety-sixth wave was conducted May 14-15, 2024 among 1,081 adults
- The ninety-sixth and a half wave was conducted May 30-31, 2024 among 1,086 adults
- The ninety-seventh wave was conducted June 11-12, 2024 among 1,085 adults
- The ninety-eighth wave was conducted June 25-26, 2024 among 1,085 adults
- The ninety-ninth wave was conducted July 23-24, 2024 among 1,081 adults
- The one hundredth wave was conducted August 6-7, 2024 among 1,085 adults
- The 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 one hundred and fourth wave was conducted October 1-2, 2024 among 1,085 adults
- The one hundred and fifth wave was conducted October 15-16, 2024 among 1,085 adults

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





## 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=1,085, DEFF=1.5, adjusted Confidence Interval=+/- 5.1 percentage points).

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

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](http://www.ipsos.com)

