



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior

Washington, DC, November 1, 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
10/29-30, 2024 (N=596)	53%	21%	25%
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%



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



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

Total Familiar Summary

	10/29-30, 2024 (N=1,085)
The upcoming presidential election on November 5th	91%
Multiple major newspapers declining to issue an endorsement for president	47%
FEMA workers in North Carolina having to stop providing relief after they were threatened	38%
Presidential candidate Donald Trump ending a town hall early and dancing on-stage to a Spotify play list for 30 minutes	37%
A report that Elon Musk has been in contact with Russian President Vladimir Putin since 2022	32%

a. FEMA workers in North Carolina having to stop providing relief after they were threatened

	10/29-30, 2024
Very familiar	16%
Somewhat familiar	22%
Heard of it, but that's it	17%
Never heard of it	44%
<i>Familiar (Net)</i>	38%
<i>Not Familiar (Net)</i>	62%

b. Presidential candidate Donald Trump ending a town hall early and dancing on-stage to a Spotify play list for 30 minutes

	10/29-30, 2024
Very familiar	21%
Somewhat familiar	16%
Heard of it, but that's it	16%
Never heard of it	47%
<i>Familiar (Net)</i>	37%
<i>Not Familiar (Net)</i>	63%

c. The upcoming presidential election on November 5th

	10/29-30, 2024
Very familiar	73%
Somewhat familiar	18%
Heard of it, but that's it	6%
Never heard of it	2%
<i>Familiar (Net)</i>	91%
<i>Not Familiar (Net)</i>	9%



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

- d. A report that Elon Musk has been in contact with Russian President Vladimir Putin since 2022

	10/29-30, 2024
Very familiar	13%
Somewhat familiar	19%
Heard of it, but that's it	22%
Never heard of it	46%
<i>Familiar (Net)</i>	<i>32%</i>
<i>Not Familiar (Net)</i>	<i>68%</i>

- e. Multiple major newspapers declining to issue an endorsement for president

	10/29-30, 2024
Very familiar	22%
Somewhat familiar	25%
Heard of it, but that's it	18%
Never heard of it	35%
<i>Familiar (Net)</i>	<i>47%</i>
<i>Not Familiar (Net)</i>	<i>53%</i>

3. 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. FEMA workers in North Carolina having to stop providing relief after they were threatened

	10/29-30, 2024
I care a lot	47%
I care a little	33%
I don't care at all	11%
Don't know	9%

- b. Presidential candidate Donald Trump ending a town hall early and dancing on-stage to a Spotify play list for 30 minutes

	10/29-30, 2024
I care a lot	15%
I care a little	18%
I don't care at all	60%
Don't know	6%



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3. 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 upcoming presidential election on November 5th

	10/29-30, 2024
I care a lot	73%
I care a little	17%
I don't care at all	7%
Don't know	4%

d. A report that Elon Musk has been in contact with Russian President Vladimir Putin since 2022

	10/29-30, 2024
I care a lot	25%
I care a little	25%
I don't care at all	37%
Don't know	13%

e. Multiple major newspapers declining to issue an endorsement for president

	10/29-30, 2024
I care a lot	20%
I care a little	29%
I don't care at all	42%
Don't know	9%





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4. 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
10/29-30, 2024	32%	N/A	2%	38%	10%	11%	7%
10/15-16, 2024	25%	N/A	6%	39%	11%	11%	8%
9/17-18, 2024	17%	3%	19%	29%	10%	13%	8%
12/5-6, 2023	67%	N/A	N/A	N/A	17%	11%	5%
11/7-8, 2023	31%	N/A	N/A	28%	18%	13%	9%
10/10-11, 2023	19%	N/A	10%	40%	10%	12%	8%
9/12-13, 2023	14%	N/A	21%	33%	9%	12%	10%
11/9-10, 2022	36%	N/A	N/A	23%	17%	15%	10%
10/25-26, 2022	23%	N/A	5%	33%	12%	16%	11%
8/16-17, 2022	9%	8%	17%	29%	11%	18%	8%
11/9-10, 2021	34%	N/A	N/A	22%	16%	18%	9%
10/12-13, 2021	22%	N/A	9%	33%	8%	13%	15%
9/28-29, 2021	18%	N/A	15%	30%	8%	14%	15%
8/18-19, 2021	13%	7%	19%	30%	11%	11%	10%
11/24-25, 2020	50%	N/A	N/A	12%	17%	12%	8%
10/13-14, 2020	25%	N/A	8%	30%	9%	15%	13%
9/29-30, 2020	19%	2%	17%	26%	8%	13%	14%
9/15-16, 2020	14%	3%	16%	25%	9%	14%	19%
9/1-2, 2020	12%	7%	17%	28%	10%	12%	13%

5. How much more or less have you budgeted for holiday gift spending this season vs. last year? Your best guess is fine.

	9/29-30, 2020	11/9-10, 2021	10/29-30, 2024
At least 20% more	6%	9%	7%
11-19% more	4%	6%	5%
1-10% more	8%	10%	8%
No difference	56%	54%	50%
1-10% less	7%	6%	9%
11-19% less	4%	3%	5%
At least 20% less	14%	13%	16%
<i>More (Net)</i>	<i>18%</i>	<i>25%</i>	<i>20%</i>
<i>Less (Net)</i>	<i>26%</i>	<i>21%</i>	<i>30%</i>



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6. Are you planning to do more, less or the same amount of the following for the holidays compared to this time last year?

Total More Summary

	10/29-30, 2024
Attend gatherings with family/friends locally	19%
Connect with family/friends with virtual calls (e.g., Zoom calls)	15%
Celebrate locally at sit-down restaurants	10%
Order delivery from restaurants	7%

- a. Connect with family/friends with virtual calls (e.g., Zoom calls)

	10/29-30, 2024
More	15%
About the same	47%
Less	8%
Not applicable/Don't plan to do this	30%

- b. Attend gatherings with family/friends locally

	10/29-30, 2024
More	19%
About the same	62%
Less	10%
Not applicable/Don't plan to do this	8%

- c. Celebrate locally at sit-down restaurants

	10/29-30, 2024
More	10%
About the same	43%
Less	18%
Not applicable/Don't plan to do this	29%

- d. Order delivery from restaurants

	10/29-30, 2024
More	7%
About the same	36%
Less	23%
Not applicable/Don't plan to do this	34%





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7. Do you plan to travel 100 miles or more for Thanksgiving or the December holidays this year?

	10/25-26, 2022	10/24-25, 2023	10/29-30, 2024
Yes	20%	27%	22%
No	69%	60%	69%
Not sure	11%	13%	9%

8. **[ASK IF PLAN TO TRAVEL 100 MILES OR MORE FOR THE HOLIDAYS]** Which of the following, if any, describes your travel plans for Thanksgiving or the December holidays this year? Please select all that apply. Please only consider travel plans of 100 miles or more.

	10/25-26, 2022 (N=232)	10/24-25, 2023 (N=230)	10/29-30, 2024 (N=220)
I plan to travel by car for Thanksgiving	45%	49%	59%
I plan to travel by car for the December Holidays	36%	50%	46%
I plan to travel by plane for the December Holidays	20%	19%	24%
I plan to travel by plane for Thanksgiving	18%	15%	17%
I plan to travel by bus or train for Thanksgiving	11%	6%	4%
Other	4%	3%	1%

9. How likely are you to do the following in the next three months?

Total Likely Summary

	10/29-30, 2024
Celebrate at home with friends/family	85%
Travel to spend time with friends/family	62%
Upgrade or buying new mobile phone(s)	33%
Buy phone accessories	33%
Cut back on streaming subscriptions (Netflix, Prime, Hulu, etc)	26%
Arrange a will or trust	26%
Cut back on cable TV/satellite service	22%
Open a new credit card account	19%
Eliminate landline phone service/cutting the cord	13%
Buy a new home	10%





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9. How likely are you to do the following in the next three months? (Continued)

a. Upgrade or buying new mobile phone(s)

	10/29-30, 2024
Very likely	12%
Somewhat likely	22%
Not very likely	23%
Not at all likely	37%
Don't know/Not applicable	6%
<i>Likely (Net)</i>	33%
<i>Not Likely (Net)</i>	61%

b. Buy phone accessories

	10/29-30, 2024
Very likely	11%
Somewhat likely	22%
Not very likely	25%
Not at all likely	33%
Don't know/Not applicable	9%
<i>Likely (Net)</i>	33%
<i>Not Likely (Net)</i>	58%

c. Buy a new home

	10/29-30, 2024
Very likely	4%
Somewhat likely	6%
Not very likely	12%
Not at all likely	68%
Don't know/Not applicable	10%
<i>Likely (Net)</i>	10%
<i>Not Likely (Net)</i>	80%

d. Open a new credit card account

	10/29-30, 2024
Very likely	4%
Somewhat likely	15%
Not very likely	22%
Not at all likely	51%
Don't know/Not applicable	8%
<i>Likely (Net)</i>	19%
<i>Not Likely (Net)</i>	73%



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9. How likely are you to do the following in the next three months? (Continued)

e. Celebrate at home with friends/family

	10/29-30, 2024
Very likely	56%
Somewhat likely	28%
Not very likely	7%
Not at all likely	5%
Don't know/Not applicable	3%
<i>Likely (Net)</i>	85%
<i>Not Likely (Net)</i>	12%

f. Travel to spend time with friends/family

	10/29-30, 2024
Very likely	32%
Somewhat likely	30%
Not very likely	16%
Not at all likely	17%
Don't know/Not applicable	5%
<i>Likely (Net)</i>	62%
<i>Not Likely (Net)</i>	33%

g. Cut back on streaming subscriptions (Netflix, Prime, Hulu, etc)

	10/29-30, 2024
Very likely	6%
Somewhat likely	19%
Not very likely	28%
Not at all likely	30%
Don't know/Not applicable	17%
<i>Likely (Net)</i>	26%
<i>Not Likely (Net)</i>	57%

h. Cut back on cable TV/satellite service

	10/29-30, 2024
Very likely	7%
Somewhat likely	15%
Not very likely	21%
Not at all likely	28%
Don't know/Not applicable	28%
<i>Likely (Net)</i>	22%
<i>Not Likely (Net)</i>	50%



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9. How likely are you to do the following in the next three months? (Continued)

i. Eliminate landline phone service/cutting the cord

	10/29-30, 2024
Very likely	6%
Somewhat likely	7%
Not very likely	11%
Not at all likely	23%
Don't know/Not applicable	52%
<i>Likely (Net)</i>	<i>13%</i>
<i>Not Likely (Net)</i>	<i>35%</i>

j. Arrange a will or trust

	10/29-30, 2024
Very likely	9%
Somewhat likely	17%
Not very likely	21%
Not at all likely	38%
Don't know/Not applicable	15%
<i>Likely (Net)</i>	<i>26%</i>
<i>Not Likely (Net)</i>	<i>59%</i>

10. In general, lately are you doing more, less or the same amount of the following activities compared to what you normally do?

Total More Summary

	10/29-30, 2024
Sticking to a shopping list and avoid impulse buying	30%
Using physical or digital coupons for groceries	28%
Preparing for emergencies	23%
Keeping more cash on hand	20%
Moving your money to safer investments	15%
Buying over-the-counter medicines instead of prescription	13%
Deferring full payments on what you buy	11%
Eating out at a formal/casual/fast casual/quick service restaurant	10%
[AGE 21+] Buying products containing alcohol	9%
Buying brand name food products	8%





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10. In general, lately are you doing more, less or the same amount of the following activities compared to what you normally do? *(Continued)*

a. Buying brand name food products

	10/29-30, 2024
More	8%
About the same	66%
Less	22%
Not applicable/I don't do this	3%

b. Buying over-the-counter medicines instead of prescription

	10/29-30, 2024
More	13%
About the same	58%
Less	7%
Not applicable/I don't do this	22%

c. Eating out at a formal/casual/fast casual/quick service restaurant

	10/29-30, 2024
More	10%
About the same	50%
Less	34%
Not applicable/I don't do this	6%

d. **[AGE 21+]** Buying products containing alcohol

	10/29-30, 2024 (N=1,051)
More	9%
About the same	50%
Less	18%
Not applicable/I don't do this	23%

e. Using physical or digital coupons for groceries

	10/29-30, 2024
More	28%
About the same	53%
Less	6%
Not applicable/I don't do this	13%



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10. In general, lately are you doing more, less or the same amount of the following activities compared to what you normally do? (*Continued*)

f. Sticking to a shopping list and avoid impulse buying

	10/29-30, 2024
More	30%
About the same	56%
Less	6%
Not applicable/I don't do this	8%

g. Deferring full payments on what you buy

	10/29-30, 2024
More	11%
About the same	33%
Less	11%
Not applicable/I don't do this	45%

h. Moving your money to safer investments

	10/29-30, 2024
More	15%
About the same	45%
Less	9%
Not applicable/I don't do this	31%

i. Keeping more cash on hand

	10/29-30, 2024
More	20%
About the same	56%
Less	16%
Not applicable/I don't do this	8%

j. Preparing for emergencies

	10/29-30, 2024
More	23%
About the same	61%
Less	7%
Not applicable/I don't do this	9%





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11. How familiar are you, if at all, with accessibility issues faced by people with disabilities when using websites and/or apps?

	10/29-30, 2024
Very familiar	10%
Somewhat familiar	26%
Not very familiar	31%
Not at all familiar	26%
Don't know	7%
<i>Familiar (Net)</i>	<i>36%</i>
<i>Not Familiar (Net)</i>	<i>57%</i>

12. How important, if at all, is it to you that brands create digital experiences (websites and/or apps) that are accessible for people with disabilities?

	10/29-30, 2024
Very important	41%
Somewhat important	34%
Not very important	8%
Not at all important	7%
Don't know	10%
<i>Important (Net)</i>	<i>75%</i>
<i>Not Important (Net)</i>	<i>15%</i>





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About the Study

These are some of the findings of the one hundred and sixth wave of an Ipsos poll conducted between October 29-30, 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





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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 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 one hundred and sixth wave was conducted October 29-30, 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.





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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=1,085, 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, one hundred and fifth, and one hundred and sixth waves of this study have a credibility interval of 3.6 percentage points.

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About Ipsos

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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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