PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior

Washington, DC, December 13, 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
12/10-11, 2024 (N=597)	56%	20%	25%
11/13-14, 2024 (N=555)	55%	22%	23%
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 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)*
12/10-11, 2024	23%	46%	20%	8%	3%	*69%*	*28%*
10/15-16, 2024	24%	48%	19%	7%	1%	*72%*	*27%*
10/1-2, 2024	22%	47%	22%	7%	1%	*69%*	*30%*
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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3. To what extent do you agree or disagree with the following statements?

	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
12/10-11, 2024	81%	74%	66%	65%	53%	55%
11/13-14, 2024	78%	80%	62%	63%	48%	60%
9/17-18, 2024	78%	N/A	65%	68%	52%	58%
9/4-5, 2024	81%	N/A	62%	60%	50%	59%
8/20-21, 2024	81%	N/A	68%	62%	51%	63%
8/6-7, 2024	77%	77%	67%	65%	49%	N/A
7/23-24, 2024	78%	78%	64%	63%	50%	N/A
6/25-26, 2024	87%	77%	70%	65%	48%	N/A
6/11-12, 2024	81%	77%	73%	68%	53%	N/A
5/14-15, 2024	82%	78%	66%	65%	54%	N/A
4/30-5/1, 2024	81%	77%	64%	63%	49%	N/A
4/16-17, 2024	80%	74%	73%	60%	48%	N/A
4/2-3, 2024	84%	76%	66%	65%	53%	N/A
3/19-20, 2024	83%	81%	69%	68%	49%	N/A
3/5-6, 2024	79%	80%	66%	65%	53%	N/A
2/21-22, 2024	84%	81%	70%	68%	53%	N/A
2/6-7, 2024	84%	77%	70%	63%	51%	N/A
1/23-24, 2024	80%	75%	69%	64%	49%	N/A

PUBLIC POLL FINDINGS AND METHODOLOGY

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

a. The world today is changing too fast

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know	*Agree (Net)*	*Disagree (Net)*
12/10-11, 2024	32%	42%	17%	4%	5%	*74%*	*21%*
11/13-14, 2024	34%	46%	14%	3%	3%	*80%*	*17%*
8/6-7, 2024	31%	46%	14%	7%	3%	*77%*	*20%*
7/23-24, 2024	36%	42%	14%	5%	3%	*78%*	*20%*
6/25-26, 2024	36%	41%	15%	4%	4%	*77%*	*18%*
6/11-12, 2024	33%	43%	16%	5%	3%	*77%*	*20%*
5/14-15, 2024	40%	39%	15%	3%	3%	*78%*	*19%*
4/30-5/1, 2024	37%	39%	16%	4%	3%	*77%*	*20%*
4/16-17, 2024	34%	40%	19%	5%	2%	*74%*	*24%*
4/2-3, 2024	38%	38%	16%	5%	2%	*76%*	*22%*
3/19-20, 2024	37%	44%	12%	3%	4%	*81%*	*15%*
3/5-6, 2024	33%	47%	13%	4%	3%	*80%*	*17%*
2/21-22, 2024	39%	42%	14%	3%	3%	*81%*	*16%*
2/6-7, 2024	35%	42%	15%	5%	3%	*77%*	*20%*
1/23-24, 2024	33%	43%	15%	5%	4%	*75%*	*21%*

b. 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)*
12/10-11, 2024	22%	31%	17%	28%	3%	*53%*	*45%*
11/13-14, 2024	21%	26%	18%	31%	3%	*48%*	*49%*
9/17-18, 2024	22%	30%	18%	28%	3%	*52%*	*46%*
9/4-5, 2024	19%	31%	15%	33%	3%	*50%*	*48%*
8/20-21, 2024	22%	29%	19%	29%	1%	*51%*	*47%*
8/6-7, 2024	22%	27%	19%	30%	2%	*49%*	*49%*
7/23-24, 2024	22%	28%	19%	29%	2%	*50%*	*48%*
6/25-26, 2024	22%	26%	18%	30%	3%	*48%*	*49%*
6/11-12, 2024	24%	29%	22%	24%	2%	*53%*	*46%*
5/14-15, 2024	25%	29%	18%	26%	2%	*54%*	*44%*
4/30-5/1, 2024	22%	27%	18%	31%	2%	*49%*	*49%*
4/16-17, 2024	18%	30%	19%	31%	2%	*48%*	*50%*
4/2-3, 2024	22%	31%	16%	30%	1%	*53%*	*46%*
3/19-20, 2024	20%	28%	18%	31%	2%	*49%*	*49%*
3/5-6, 2024	25%	28%	17%	28%	2%	*53%*	*45%*
2/21-22, 2024	24%	29%	17%	29%	2%	*53%*	*46%*
2/6-7, 2024	21%	31%	19%	27%	2%	*51%*	*46%*
1/23-24, 2024	21%	28%	20%	29%	2%	*49%*	*49%*

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

c. My religion or faith is very important to me

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know	*Agree (Net)*	*Disagree (Net)*
12/10-11, 2024	38%	27%	14%	19%	3%	*65%*	*32%*
11/13-14, 2024	36%	27%	14%	22%	2%	*63%*	*35%*
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%*

d. I am hopeful for my future

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know	*Agree (Net)*	*Disagree (Net)*
12/10-11, 2024	39%	43%	12%	3%	4%	*81%*	*15%*
11/13-14, 2024	35%	42%	12%	5%	5%	*78%*	*17%*
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%*

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

e.   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)*
12/10-11, 2024	16%	50%	18%	8%	8%	*66%*	*26%*
11/13-14, 2024	16%	46%	22%	6%	10%	*62%*	*28%*
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%*

f.   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)*
12/10-11, 2024	23%	32%	23%	20%	2%	*55%*	*43%*
11/13-14, 2024	29%	31%	21%	16%	3%	*60%*	*37%*
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%*

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

Total Familiar Summary

	12/10-11, 2024
The CEO of United Healthcare being shot and killed in New York City	76%
President Biden pardoning his son, Hunter	75%
Boxer Jake Paul defeating Mike Tyson in a match broadcast on Netflix	63%
Rep. Matt Gaetz withdrawing from consideration for U.S. Attorney General	52%
Syrian President Bashar al-Assad fleeing to Russia after Islamic rebels toppled his regime	50%
Israel and Hezbollah announcing a ceasefire	49%

a. Boxer Jake Paul defeating Mike Tyson in a match broadcast on Netflix

	12/10-11, 2024
Very familiar	36%
Somewhat familiar	27%
Heard of it, but that's it	24%
Never heard of it	12%
Familiar (Net)	*63%*
Not Familiar (Net)	*37%*

b. Syrian President Bashar al-Assad fleeing to Russia after Islamic rebels toppled his regime

	12/10-11, 2024
Very familiar	22%
Somewhat familiar	27%
Heard of it, but that's it	22%
Never heard of it	28%
Familiar (Net)	*50%*
Not Familiar (Net)	*50%*

c. President Biden pardoning his son, Hunter

	12/10-11, 2024
Very familiar	45%
Somewhat familiar	30%
Heard of it, but that's it	14%
Never heard of it	10%
Familiar (Net)	*75%*
Not Familiar (Net)	*25%*

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

d. Rep. Matt Gaetz withdrawing from consideration for U.S. Attorney General

	12/10-11, 2024
Very familiar	26%
Somewhat familiar	26%
Heard of it, but that's it	21%
Never heard of it	27%
Familiar (Net)	*52%*
Not Familiar (Net)	*48%*

e. Israel and Hezbollah announcing a ceasefire

	12/10-11, 2024
Very familiar	17%
Somewhat familiar	32%
Heard of it, but that's it	25%
Never heard of it	26%
Familiar (Net)	*49%*
Not Familiar (Net)	*51%*

f. The CEO of United Healthcare being shot and killed in New York City

	12/10-11, 2024
Very familiar	50%
Somewhat familiar	26%
Heard of it, but that's it	13%
Never heard of it	11%
Familiar (Net)	*76%*
Not Familiar (Net)	*24%*

5. 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. Boxer Jake Paul defeating Mike Tyson in a match broadcast on Netflix

	12/10-11, 2024
I care a lot	12%
I care a little	18%
I don't care at all	65%
Don't know	6%

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5. 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)*

b. Syrian President Bashar al-Assad fleeing to Russia after Islamic rebels toppled his regime

	12/10-11, 2024
I care a lot	19%
I care a little	33%
I don't care at all	33%
Don't know	15%

c. President Biden pardoning his son, Hunter

	12/10-11, 2024
I care a lot	27%
I care a little	32%
I don't care at all	33%
Don't know	8%

d. Rep. Matt Gaetz withdrawing from consideration for U.S. Attorney General

	12/10-11, 2024
I care a lot	24%
I care a little	30%
I don't care at all	35%
Don't know	12%

e. Israel and Hezbollah announcing a ceasefire

	12/10-11, 2024
I care a lot	35%
I care a little	33%
I don't care at all	20%
Don't know	11%

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GAME CHANGERS

6. 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
12/10-11, 2024	65%	N/A	N/A	N/A	15%	14%	6%
11/13-14, 2024	39%	N/A	N/A	21%	17%	15%	8%
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%

7. Thinking back over the last 12 months, how would you rate how this year went for each of the following, on scale from 1-10, where 1 means it was not good at all, and 10 means it was an extremely good year? You can use any number from 1 to 10.

Total Mean Summary

	12/9-10, 2020	12/7-8, 2021	12/5-6, 2023	12/10-11, 2024
[ASKED IF EMPLOYED FULL OR PART TIME] My job	N/A	6.2	6.6	6.8
My immediate family	5.2	5.9	6.4	6.6
Me personally	5.1	5.7	6.3	6.3
My community	4.5	5.6	6	6.3
The country	3.4	4.3	4.6	4.9

7. Thinking back over the last 12 months, how would you rate how this year went for each of the following, on scale from 1-10, where 1 means it was not good at all, and 10 means it was an extremely good year? You can use any number from 1 to 10. *(Continued)*

a. Me personally

	12/9-10, 2020	12/7-8, 2021	12/5-6, 2023	12/10-11, 2024
1 – not a good year at all	10%	8%	5%	6%
2	4%	3%	2%	2%
3	9%	7%	4%	5%
4	13%	9%	6%	6%
5	19%	16%	15%	15%
6	14%	17%	14%	12%
7	16%	16%	18%	19%
8	8%	11%	19%	20%
9	3%	6%	7%	8%
10 – an extremely good year	3%	5%	6%	7%
Don't know/Not applicable	1%	2%	2%	1%
1-3 (Net)	*23%*	*18%*	*12%*	*13%*
8-10 (Net)	*14%*	*22%*	*33%*	*34%*
Mean	*5.1*	*5.7*	*6.3*	*6.3*

b. My immediate family

	12/9-10, 2020	12/7-8, 2021	12/5-6, 2023	12/10-11, 2024
1 – not a good year at all	8%	5%	5%	4%
2	5%	2%	3%	1%
3	7%	6%	4%	4%
4	13%	10%	5%	5%
5	23%	17%	12%	15%
6	13%	18%	14%	12%
7	15%	17%	19%	19%
8	8%	13%	23%	21%
9	4%	6%	6%	9%
10 – an extremely good year	3%	4%	8%	7%
Don't know/Not applicable	2%	3%	2%	2%
1-3 (Net)	*20%*	*12%*	*12%*	*9%*
8-10 (Net)	*14%*	*23%*	*36%*	*38%*
Mean	*5.2*	*5.9*	*6.4*	*6.6*

GAME CHANGERS

7. Thinking back over the last 12 months, how would you rate how this year went for each of the following, on scale from 1-10, where 1 means it was not good at all, and 10 means it was an extremely good year? You can use any number from 1 to 10. *(Continued)*

c. **[ASK OF EMPLOYED FULL OR PART TIME]** My job

	12/7-8, 2021 (N=620)	12/5-6, 2023 (N=489)	12/10-11, 2024 (N=533)
1 – not a good year at all	4%	2%	3%
2	2%	2%	1%
3	5%	2%	6%
4	7%	8%	3%
5	17%	12%	12%
6	16%	18%	15%
7	15%	23%	19%
8	17%	14%	21%
9	7%	10%	11%
10 – an extremely good year	7%	7%	10%
Don't know/Not applicable	2%	2%	1%
1-3 (Net)	*12%*	*6%*	*9%*
8-10 (Net)	*31%*	*31%*	*42%*
Mean	*6.2*	*6.6*	*6.8*

d. My community

	12/9-10, 2020	12/7-8, 2021	12/5-6, 2023	12/10-11, 2024
1 – not a good year at all	12%	4%	3%	2%
2	5%	3%	1%	2%
3	12%	6%	4%	2%
4	18%	9%	9%	5%
5	21%	20%	20%	19%
6	13%	23%	19%	17%
7	9%	15%	20%	23%
8	4%	7%	9%	14%
9	2%	3%	5%	5%
10 – an extremely good year	2%	3%	4%	5%
Don't know/Not applicable	2%	6%	7%	7%
1-3 (Net)	*30%*	*13%*	*8%*	*6%*
8-10 (Net)	*8%*	*13%*	*18%*	*24%*
Mean	*4.5*	*5.6*	*6*	*6.3*

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GAME CHANGERS

7. Thinking back over the last 12 months, how would you rate how this year went for each of the following, on scale from 1-10, where 1 means it was not good at all, and 10 means it was an extremely good year? You can use any number from 1 to 10. *(Continued)*

e. The country

	12/9-10, 2020	12/7-8, 2021	12/5-6, 2023	12/10-11, 2024
1 – not a good year at all	28%	18%	13%	12%
2	14%	7%	5%	4%
3	15%	12%	10%	9%
4	13%	13%	17%	13%
5	12%	19%	19%	20%
6	7%	13%	11%	13%
7	4%	7%	8%	12%
8	2%	4%	5%	7%
9	2%	2%	2%	3%
10 – an extremely good year	2%	2%	4%	3%
Don't know/Not applicable	1%	3%	5%	3%
1-3 (Net)	*58%*	*36%*	*29%*	*26%*
8-10 (Net)	*5%*	*9%*	*11%*	*13%*
Mean	*3.4*	*4.3*	*4.6*	*4.9*

8. Have you made, or plan to make, any of the following resolutions for the new year?

Total Yes Summary

	12/5-6, 2023	12/10-11, 2024
Drink more water	71%	73%
Eat healthier	68%	73%
Exercise more	70%	71%
Get more sleep	61%	69%
Express more gratitude	67%	67%
Be more present	60%	64%
Have better work/life balance	59%	60%
Lose weight	55%	53%
Drink less alcohol	35%	39%
Reduce my carbon footprint	43%	37%
Start or continue therapy	28%	30%
Participate in "Dry January"	18%	20%
Some other type of resolution	39%	41%

9. To what extent do you agree or disagree with the following statements about immigration?

Total Agree Summary

	12/10-11, 2024
Immigration has placed too much pressure on public services in the U.S.	53%
Stopping immigration will cause labor shortages	44%
Relaxed immigration laws lead to increases in housing prices	36%
The United States would be stronger if we stopped immigration	34%
[SKIPPED IF RETIRED] Stopping immigration will improve my job prospects	28%
I personally know people who are worried about being deported	23%

a. I personally know people who are worried about being deported

	12/10-11, 2024
Strongly agree	8%
Somewhat agree	15%
Neither agree nor disagree	20%
Somewhat disagree	16%
Strongly disagree	40%
Agree (Net)	*23%*
Disagree (Net)	*56%*

b. Stopping immigration will cause labor shortages

	12/10-11, 2024
Strongly agree	20%
Somewhat agree	24%
Neither agree nor disagree	25%
Somewhat disagree	16%
Strongly disagree	15%
Agree (Net)	*44%*
Disagree (Net)	*31%*

c. The United States would be stronger if we stopped immigration

	12/10-11, 2024
Strongly agree	17%
Somewhat agree	18%
Neither agree nor disagree	32%
Somewhat disagree	15%
Strongly disagree	19%
Agree (Net)	*34%*
Disagree (Net)	*34%*

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GAME CHANGERS Ipsos

9. To what extent do you agree or disagree with the following statements about immigration? *(Continued)*

d. **[SKIPPED IF RETIRED]** Stopping immigration will improve my job prospects

	12/10-11, 2024 (N=867)
Strongly agree	12%
Somewhat agree	16%
Neither agree nor disagree	34%
Somewhat disagree	15%
Strongly disagree	23%
Agree (Net)	*28%*
Disagree (Net)	*38%*

e. Immigration has placed too much pressure on public services in the U.S.

	12/10-11, 2024
Strongly agree	27%
Somewhat agree	26%
Neither agree nor disagree	29%
Somewhat disagree	10%
Strongly disagree	8%
Agree (Net)	*53%*
Disagree (Net)	*18%*

f. Relaxed immigration laws lead to increases in housing prices

	12/10-11, 2024
Strongly agree	16%
Somewhat agree	20%
Neither agree nor disagree	36%
Somewhat disagree	15%
Strongly disagree	12%
Agree (Net)	*36%*
Disagree (Net)	*27%*

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GAME CHANGERS

10. To what extent do you agree or disagree with the following statements about the economy?

Total Agree Summary

	12/10-11, 2024
Homeownership is an important part of the American dream	76%
The government should have an active role in keeping mortgage rates low	60%
The government should continue to set policies that reduce carbon emissions from fuel	58%
After paying my bills, I do not have money left to spend on the things I want	42%
Cryptocurrency is a safe investment	18%

a. After paying my bills, I do not have money left to spend on the things I want

	12/10-11, 2024
Strongly agree	20%
Somewhat agree	22%
Neither agree nor disagree	20%
Somewhat disagree	20%
Strongly disagree	18%
Agree (Net)	*42%*
Disagree (Net)	*38%*

b. The government should have an active role in keeping mortgage rates low

	12/10-11, 2024
Strongly agree	27%
Somewhat agree	32%
Neither agree nor disagree	27%
Somewhat disagree	8%
Strongly disagree	5%
Agree (Net)	*60%*
Disagree (Net)	*13%*

c. Homeownership is an important part of the American dream

	12/10-11, 2024
Strongly agree	39%
Somewhat agree	37%
Neither agree nor disagree	18%
Somewhat disagree	2%
Strongly disagree	4%
Agree (Net)	*76%*
Disagree (Net)	*6%*

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GAME CHANGERS

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

    d. The government should continue to set policies that reduce carbon emissions from fuel

	12/10-11, 2024
Strongly agree	25%
Somewhat agree	32%
Neither agree nor disagree	27%
Somewhat disagree	10%
Strongly disagree	5%
Agree (Net)	*58%*
Disagree (Net)	*15%*

    e. Cryptocurrency is a safe investment

	12/10-11, 2024
Strongly agree	7%
Somewhat agree	11%
Neither agree nor disagree	39%
Somewhat disagree	19%
Strongly disagree	24%
Agree (Net)	*18%*
Disagree (Net)	*43%*

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

    Total Agree Summary

	12/10-11, 2024
Insurance should provide everyone affordable access to health care when needed	78%
Vaccines are an effective tool to prevent diseases	68%
Ultra-processed foods are a public health hazard	66%
I trust that the food I buy is safe to eat	60%
America is adequately prepared to deal with another pandemic or widespread health crisis	25%

    a. Ultra-processed foods are a public health hazard

	12/10-11, 2024
Strongly agree	32%
Somewhat agree	34%
Neither agree nor disagree	27%
Somewhat disagree	4%
Strongly disagree	2%
Agree (Net)	*66%*
Disagree (Net)	*7%*

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

b. America is adequately prepared to deal with another pandemic or widespread health crisis

	12/10-11, 2024
Strongly agree	8%
Somewhat agree	17%
Neither agree nor disagree	31%
Somewhat disagree	25%
Strongly disagree	19%
Agree (Net)	*25%*
Disagree (Net)	*44%*

c. Vaccines are an effective tool to prevent diseases

	12/10-11, 2024
Strongly agree	41%
Somewhat agree	28%
Neither agree nor disagree	19%
Somewhat disagree	7%
Strongly disagree	7%
Agree (Net)	*68%*
Disagree (Net)	*13%*

d. I trust that the food I buy is safe to eat

	12/10-11, 2024
Strongly agree	17%
Somewhat agree	44%
Neither agree nor disagree	20%
Somewhat disagree	13%
Strongly disagree	6%
Agree (Net)	*60%*
Disagree (Net)	*20%*

e. Insurance should provide everyone affordable access to health care when needed

	12/10-11, 2024
Strongly agree	51%
Somewhat agree	27%
Neither agree nor disagree	15%
Somewhat disagree	5%
Strongly disagree	2%
Agree (Net)	*78%*
Disagree (Net)	*7%*

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GAME CHANGERS

12. To what extent do you agree or disagree with the following statements about technology?

Total Agree Summary

	12/10-11, 2024
Having technology developed and manufactured in the U.S. should be a national security priority	68%
Technology companies should be responsible for censoring or removing content proven to be misleading or untrue	66%
Government should have a major role in oversight of AI	52%
Electric vehicles are better for the environment than gas-powered vehicles	39%
Pornography should continue to be protected under the 1st Amendment	38%
AI will create new jobs and opportunities to make up for the jobs that are lost	27%

a. AI will create new jobs and opportunities to make up for the jobs that are lost

	12/10-11, 2024
Strongly agree	7%
Somewhat agree	20%
Neither agree nor disagree	36%
Somewhat disagree	21%
Strongly disagree	16%
Agree (Net)	*27%*
Disagree (Net)	*37%*

b. Government should have a major role in oversight of AI

	12/10-11, 2024
Strongly agree	21%
Somewhat agree	31%
Neither agree nor disagree	34%
Somewhat disagree	8%
Strongly disagree	6%
Agree (Net)	*52%*
Disagree (Net)	*14%*

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GAME CHANGERS Ipsos

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

c. Technology companies should be responsible for censoring or removing content proven to be misleading or untrue

	12/10-11, 2024
Strongly agree	33%
Somewhat agree	32%
Neither agree nor disagree	23%
Somewhat disagree	7%
Strongly disagree	5%
Agree (Net)	*66%*
Disagree (Net)	*12%*

d. Pornography should continue to be protected under the 1st Amendment

	12/10-11, 2024
Strongly agree	18%
Somewhat agree	20%
Neither agree nor disagree	36%
Somewhat disagree	9%
Strongly disagree	17%
Agree (Net)	*38%*
Disagree (Net)	*26%*

e. Having technology developed and manufactured in the U.S. should be a national security priority

	12/10-11, 2024
Strongly agree	29%
Somewhat agree	38%
Neither agree nor disagree	25%
Somewhat disagree	5%
Strongly disagree	2%
Agree (Net)	*68%*
Disagree (Net)	*7%*

f. Electric vehicles are better for the environment than gas-powered vehicles

	12/10-11, 2024
Strongly agree	18%
Somewhat agree	21%
Neither agree nor disagree	33%
Somewhat disagree	14%
Strongly disagree	15%
Agree (Net)	*39%*
Disagree (Net)	*29%*

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GAME CHANGERS Ipsos

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

Total Agree Summary

	12/10-11, 2024
The U.S. armed forces should not be deployed against people in the U.S.	58%
If a corporation takes a stand on an issue, they should stick by their decision, even if it makes some consumers angry	52%
In the past year, I have had good customer experiences with federal services like the post office, passport renewals, the IRS, etc.	48%
I am more likely to purchase something from a company that has taken a public stand against racism	40%
The government should penalize companies whose political or social stances it doesn't agree with	13%

a. I am more likely to purchase something from a company that has taken a public stand against racism

	12/10-11, 2024
Strongly agree	18%
Somewhat agree	22%
Neither agree nor disagree	41%
Somewhat disagree	7%
Strongly disagree	12%
Agree (Net)	*40%*
Disagree (Net)	*19%*

b. If a corporation takes a stand on an issue, they should stick by their decision, even if it makes some consumers angry

	12/10-11, 2024
Strongly agree	17%
Somewhat agree	35%
Neither agree nor disagree	39%
Somewhat disagree	6%
Strongly disagree	4%
Agree (Net)	*52%*
Disagree (Net)	*10%*

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GAME CHANGERS

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

    c. In the past year, I have had good customer experiences with federal services like the post office, passport renewals, the IRS, etc.

	12/10-11, 2024
Strongly agree	15%
Somewhat agree	33%
Neither agree nor disagree	40%
Somewhat disagree	8%
Strongly disagree	5%
Agree (Net)	*48%*
Disagree (Net)	*13%*

    d. The government should penalize companies whose political or social stances it doesn't agree with

	12/10-11, 2024
Strongly agree	5%
Somewhat agree	8%
Neither agree nor disagree	28%
Somewhat disagree	19%
Strongly disagree	40%
Agree (Net)	*13%*
Disagree (Net)	*59%*

    e. The U.S. armed forces should not be deployed against people in the U.S.

	12/10-11, 2024
Strongly agree	35%
Somewhat agree	22%
Neither agree nor disagree	32%
Somewhat disagree	8%
Strongly disagree	3%
Agree (Net)	*58%*
Disagree (Net)	*11%*

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GAME CHANGERS

14. To what extent do you agree or disagree with the following statements about education?

Total Agree Summary

	12/10-11, 2024
The government should prioritize making college more affordable for current and former students	68%
Public schools in America should teach about racism as part of American history lessons	63%
Schools in low-income areas should receive more state or federal funding than those in wealthy areas	62%
In America, education is still the great equalizer	57%
Values based on the Christian bible should be taught in all public schools	38%

a. Values based on the Christian bible should be taught in all public schools

	12/10-11, 2024
Strongly agree	18%
Somewhat agree	20%
Neither agree nor disagree	26%
Somewhat disagree	13%
Strongly disagree	24%
Agree (Net)	*38%*
Disagree (Net)	*37%*

b. Schools in low-income areas should receive more state or federal funding than those in wealthy areas

	12/10-11, 2024
Strongly agree	27%
Somewhat agree	35%
Neither agree nor disagree	25%
Somewhat disagree	8%
Strongly disagree	5%
Agree (Net)	*62%*
Disagree (Net)	*13%*

c. Public schools in America should teach about racism as part of American history lessons

	12/10-11, 2024
Strongly agree	36%
Somewhat agree	27%
Neither agree nor disagree	23%
Somewhat disagree	7%
Strongly disagree	7%
Agree (Net)	*63%*
Disagree (Net)	*14%*

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GAME CHANGERS

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

d. The government should prioritize making college more affordable for current and former students

	12/10-11, 2024
Strongly agree	34%
Somewhat agree	34%
Neither agree nor disagree	22%
Somewhat disagree	6%
Strongly disagree	4%
Agree (Net)	*68%*
Disagree (Net)	*10%*

e. In America, education is still the great equalizer

	12/10-11, 2024
Strongly agree	21%
Somewhat agree	35%
Neither agree nor disagree	29%
Somewhat disagree	10%
Strongly disagree	4%
Agree (Net)	*57%*
Disagree (Net)	*14%*

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GAME CHANGERS

15. To what extent do you agree or disagree with the following statements about geopolitics?

Total Agree Summary

	12/10-11, 2024
The news media should continue to be protected under the 1st Amendment	65%
Given the difficult economic issues in the U.S. today, the U.S. needs to focus less on the world and more at home	63%
U.S. government agencies should be staffed by employees who remain in their roles regardless of which party controls the White House	56%
It would be best for the future of the country to take an active part in world affairs	53%
NATO is a force of good in the world	51%

a. Given the difficult economic issues in the U.S. today, the U.S. needs to focus less on the world and more at home

	12/10-11, 2024
Strongly agree	31%
Somewhat agree	33%
Neither agree nor disagree	23%
Somewhat disagree	10%
Strongly disagree	4%
Agree (Net)	*63%*
Disagree (Net)	*14%*

b. U.S. government agencies should be staffed by employees who remain in their roles regardless of which party controls the White House

	12/10-11, 2024
Strongly agree	27%
Somewhat agree	30%
Neither agree nor disagree	32%
Somewhat disagree	7%
Strongly disagree	5%
Agree (Net)	*56%*
Disagree (Net)	*12%*

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

c. NATO is a force of good in the world

	12/10-11, 2024
Strongly agree	22%
Somewhat agree	29%
Neither agree nor disagree	38%
Somewhat disagree	6%
Strongly disagree	4%
Agree (Net)	*51%*
Disagree (Net)	*11%*

d. The news media should continue to be protected under the 1st Amendment

	12/10-11, 2024
Strongly agree	36%
Somewhat agree	29%
Neither agree nor disagree	26%
Somewhat disagree	6%
Strongly disagree	3%
Agree (Net)	*65%*
Disagree (Net)	*9%*

e. It would be best for the future of the country to take an active part in world affairs

	12/10-11, 2024
Strongly agree	20%
Somewhat agree	33%
Neither agree nor disagree	34%
Somewhat disagree	9%
Strongly disagree	4%
Agree (Net)	*53%*
Disagree (Net)	*12%*

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16. Based on what you may know or have heard, which of the following is the most accurate description of how tariffs work?

	12/10-11, 2024
Tariffs are taxes imposed by a country on goods and services imported from another country, paid by the importer, often leading to higher prices for consumers.	45%
Tariffs are taxes imposed by one country on goods and services exported to another country, paid directly by the exporting country's government to the importing country's government.	17%
Tariffs are agreements between countries that limit the quantity of certain goods and services that can be traded, with penalties paid by the country exceeding the agreed-upon limits.	7%
Tariffs are subsidies provided by a country to its domestic producers to make their goods and services more competitive against imports, paid for by the importing country's consumers.	7%
Don't know	23%

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

Total Agree Summary

	12/10-11, 2024
Tariffs on imported goods will lead to higher prices on food, electronics and other goods	64%
I support tariffs on imports from rivals like China, but not allies like Canada	39%
Tariffs on imported goods will lead to more jobs in the U.S.	28%
I am stocking up on items that I think will cost more if the U.S. enacts tariffs on imports	25%

a. I am stocking up on items that I think will cost more if the U.S. enacts tariffs on imports

	12/10-11, 2024
Strongly agree	8%
Somewhat agree	17%
Neither agree nor disagree	36%
Somewhat disagree	20%
Strongly disagree	19%
Agree (Net)	*25%*
Disagree (Net)	*39%*

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

b. Tariffs on imported goods will lead to more jobs in the U.S.

	12/10-11, 2024
Strongly agree	9%
Somewhat agree	19%
Neither agree nor disagree	38%
Somewhat disagree	17%
Strongly disagree	16%
Agree (Net)	*28%*
Disagree (Net)	*34%*

c. Tariffs on imported goods will lead to higher prices on food, electronics and other goods

	12/10-11, 2024
Strongly agree	35%
Somewhat agree	29%
Neither agree nor disagree	28%
Somewhat disagree	6%
Strongly disagree	2%
Agree (Net)	*64%*
Disagree (Net)	*8%*

d. I support tariffs on imports from rivals like China, but not allies like Canada

	12/10-11, 2024
Strongly agree	14%
Somewhat agree	25%
Neither agree nor disagree	38%
Somewhat disagree	13%
Strongly disagree	10%
Agree (Net)	*39%*
Disagree (Net)	*24%*

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PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are some of the findings of the one hundred and eighth wave of an Ipsos poll conducted between December 10-11, 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-eight 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-nineth 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

- 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 one hundred and seventh wave was conducted November 13-14, 2024 among 1,095 adults
- The one hundred and eighth wave was conducted December 10-11, 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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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-nineth, 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, one hundred and sixth, one hundred and seventh, and one hundred and eighth 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