



# PUBLIC POLL FINDINGS AND METHODOLOGY

## Ipsos Poll on Consumer Behavior

Washington, DC, January 17, 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
1/14-15, 2025 (N=559)	59%	17%	24%
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. **[IF EMPLOYED]** In your opinion, what is closest to the right mix of working from home versus working in an office right now?

	All at home	Mostly at home	Evenly split at home and at the office	Mostly at the office	All at the office	Don't know/Not applicable
<b>1/14-15, 2025 (N=559)</b>	12%	12%	14%	23%	32%	6%
<b>2/21-22, 2024 (N=555)</b>	11%	18%	19%	15%	30%	7%
<b>1/23-24, 2024 (N=551)</b>	12%	13%	24%	19%	21%	10%
<b>1/9-10, 2024 (N=574)</b>	13%	17%	20%	17%	27%	6%
<b>3/14-15, 2023 (N=625)</b>	16%	19%	15%	14%	27%	9%
<b>1/18-19, 2023 (N=1,119)</b>	12%	12%	16%	12%	17%	31%
<b>6/22-23, 2022 (N=1,117)</b>	13%	12%	17%	14%	19%	26%
<b>3/15-16, 2022 (N=1,154)</b>	14%	14%	17%	9%	15%	31%
<b>2/1-3, 2022 (N=2,010)</b>	11%	13%	15%	10%	18%	33%
<b>6/22-23, 2021 (N=1,176)</b>	10%	14%	19%	13%	16%	28%
<b>5/25-26, 2021 (N=1,178)</b>	11%	15%	18%	9%	18%	27%
<b>3/15-16, 2021 (N=1,115)</b>	12%	15%	17%	12%	14%	30%
<b>3/2-3, 2021 (N=1,115)</b>	9%	16%	22%	14%	13%	26%

*\*Prior to March 2023, the question was asked to all respondents*

3. **[IF EMPLOYED]** Thinking about the right mix of where to work, has your opinion on this changed in the past few months?

	<b>3/15-26, 2022 (N=254)</b>	<b>6/22-23, 2022 (N=263)</b>	<b>1/18-19, 2023 (N=639)</b>	<b>3/14-15, 2023 (N=274)</b>	<b>1/9-10, 2024 (N=574)</b>	<b>1/14-15, 2025 (N=559)</b>
Yes, I now want to work from home more often than I thought before	43%	34%	21%	30%	29%	27%
Yes, I now want to work from my office or business more often than I thought before	18%	23%	16%	9%	14%	15%
No, my opinion has stayed the same	35%	40%	55%	56%	51%	52%
Don't know/Not applicable	4%	4%	7%	6%	5%	6%

4. **[IF EMPLOYED]** Has your employer set guidelines for how often you should work from the office or workplace?

	<b>1/18-19, 2023 (N=639)</b>	<b>1/9-10, 2024 (N=574)</b>	<b>1/23-24, 2024 (N=551)</b>	<b>2/21-22, 2024 (N=555)</b>	<b>1/14-15, 2025 (N=559)</b>
Yes	37%	41%	41%	46%	40%
No	58%	55%	54%	49%	57%
I don't know	5%	4%	4%	5%	3%



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### 5. How familiar, if at all, are you with the concept of artificial intelligence (AI)?

	Very familiar	Somewhat familiar	Not very familiar	Not at all familiar	Don't know	Familiar (Net)	Not familiar (Net)
1/14-15, 2025	27%	46%	18%	7%	1%	73%	26%
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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### 6. 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
<b>1/14-15, 2025</b>	84%	78%	68%	67%	50%	57%
<b>12/10-11, 2024</b>	81%	74%	66%	65%	53%	55%
<b>11/13-14, 2024</b>	78%	80%	62%	63%	48%	60%
<b>9/17-18, 2024</b>	78%	N/A	65%	68%	52%	58%
<b>9/4-5, 2024</b>	81%	N/A	62%	60%	50%	59%
<b>8/20-21, 2024</b>	81%	N/A	68%	62%	51%	63%
<b>8/6-7, 2024</b>	77%	77%	67%	65%	49%	N/A
<b>7/23-24, 2024</b>	78%	78%	64%	63%	50%	N/A
<b>6/25-26, 2024</b>	87%	77%	70%	65%	48%	N/A
<b>6/11-12, 2024</b>	81%	77%	73%	68%	53%	N/A
<b>5/14-15, 2024</b>	82%	78%	66%	65%	54%	N/A
<b>4/30-5/1, 2024</b>	81%	77%	64%	63%	49%	N/A
<b>4/16-17, 2024</b>	80%	74%	73%	60%	48%	N/A
<b>4/2-3, 2024</b>	84%	76%	66%	65%	53%	N/A
<b>3/19-20, 2024</b>	83%	81%	69%	68%	49%	N/A
<b>3/5-6, 2024</b>	79%	80%	66%	65%	53%	N/A
<b>2/21-22, 2024</b>	84%	81%	70%	68%	53%	N/A
<b>2/6-7, 2024</b>	84%	77%	70%	63%	51%	N/A
<b>1/23-24, 2024</b>	80%	75%	69%	64%	49%	N/A



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6. 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)
1/14-15, 2025	33%	46%	16%	4%	2%	78%	20%
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)
1/14-15, 2025	23%	27%	17%	31%	2%	50%	48%
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%



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6. 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)
1/14-15, 2025	38%	29%	13%	16%	4%	67%	29%
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)
1/14-15, 2025	42%	43%	10%	4%	2%	84%	13%
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%





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6. 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)
<b>1/14-15, 2025</b>	17%	51%	20%	7%	5%	68%	27%
<b>12/10-11, 2024</b>	16%	50%	18%	8%	8%	66%	26%
<b>11/13-14, 2024</b>	16%	46%	22%	6%	10%	62%	28%
<b>9/17-18, 2024</b>	18%	47%	20%	6%	9%	65%	26%
<b>9/4-5, 2024</b>	16%	46%	21%	11%	6%	62%	33%
<b>8/20-21, 2024</b>	16%	52%	18%	7%	8%	68%	25%
<b>8/6-7, 2024</b>	19%	48%	21%	6%	7%	67%	26%
<b>7/23-24, 2024</b>	19%	45%	22%	8%	5%	64%	30%
<b>6/25-26, 2024</b>	21%	49%	18%	6%	6%	70%	24%
<b>6/11-12, 2024</b>	21%	52%	16%	6%	6%	73%	21%
<b>5/14-15, 2024</b>	22%	44%	22%	7%	6%	66%	28%
<b>4/30-5/1, 2024</b>	19%	45%	20%	8%	9%	64%	27%
<b>4/16-17, 2024</b>	22%	52%	15%	5%	6%	73%	21%
<b>4/2-3, 2024</b>	19%	48%	21%	6%	7%	66%	27%
<b>3/19-20, 2024</b>	19%	50%	18%	6%	7%	69%	24%
<b>3/5-6, 2024</b>	19%	46%	19%	8%	7%	66%	28%
<b>2/21-22, 2024</b>	20%	50%	17%	6%	7%	70%	23%
<b>2/6-7, 2024</b>	19%	52%	18%	6%	6%	70%	24%
<b>1/23-24, 2024</b>	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)
<b>1/14-15, 2025</b>	25%	33%	20%	21%	1%	57%	41%
<b>12/10-11, 2024</b>	23%	32%	23%	20%	2%	55%	43%
<b>11/13-14, 2024</b>	29%	31%	21%	16%	3%	60%	37%
<b>9/17-18, 2024</b>	29%	29%	25%	15%	1%	58%	40%
<b>9/4-5, 2024</b>	25%	35%	21%	18%	1%	59%	39%
<b>8/20-21, 2024</b>	27%	36%	20%	16%	1%	63%	36%





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7. Thinking of the holiday season, which of the following statements, if any, describe your holiday activities in November and December 2024? Select all that apply.

	1/14-15, 2025
I did most of my shopping online	49%
I kept to my budget for gift-giving	37%
I traveled to visit friends or family	36%
<b>[IF EMPLOYED]</b> I took time off of work	(N=559) 21%
I made a wish list for gifts I wanted	19%
I spent more on gifts than I intended	18%
A package that was shipped to me was stolen	5%
None of the above	14%

8. Thinking ahead to the rest of 2025, how do you think this year will rate for each of the following, on a scale from 1-10, where 1 means it will not be good at all, and 10 means it will be an extremely good year? You can use any number from 1 to 10.

### Total Mean Summary

	12/9-10, 2020	12/7-8, 2021	1/18-19, 2022	8/16-17, 2022	2/28-3/1, 2023	12/5-6, 2023	1/14-15, 2025
My immediate family	5.2	5.9	6.4	6.1	6.1	7.0	7.0
<b>[ASKED IF EMPLOYED FULL OR PART TIME]</b> My job	N/A	6.2	6.6	6.4	6.0	7.1	6.9
Me personally	5.1	5.7	6.3	6.0	5.8	6.9	6.8
My community	N/A	N/A	N/A	N/A	5.6	6.3	6.5
The country	N/A	N/A	N/A	N/A	4.2	5.1	5.1

\*Prior to 12/5-6, 2023, question text read "Thinking of 2023 so far, how would you rate this year for each of the following, on scale from 1-10, where 1 means it has not been good at all, and 10 means it has been an extremely good year? You can use any number from 1 to 10."

\*Prior to 2/28-3/1, 2023, question text read "Thinking of 2023 so far, how would you rate this year for each of the following, on scale from 1-10, where 1 means it has not been good at all, and 10 means it has been an extremely good year? You can use any number from 1 to 10."

\*Prior to the 1/18-19, 2022, question text read "Thinking ahead to 2022, how do you think next year will rate for each of the following, on scale from 1-10, where 1 means it will not be good at all, and 10 means it will be an extremely good year? You can use any number from 1 to 10."





## PUBLIC POLL FINDINGS AND METHODOLOGY

8. Thinking ahead to the rest of 2025, how do you think this year will rate for each of the following, on a scale from 1-10, where 1 means it will not be good at all, and 10 means it will be an extremely good year? You can use any number from 1 to 10. *(Continued)*

a. Me personally

	<b>12/9-10, 2020</b>	<b>12/7-8, 2021</b>	<b>1/18-1/19, 2022</b>	<b>8/16-17, 2022</b>	<b>2/28-3/1, 2023</b>	<b>12/5-6, 2023</b>	<b>1/14-15, 2025</b>
1 – not a good year at all	10%	8%	5%	6%	7%	2%	3%
2	4%	3%	2%	2%	4%	1%	2%
3	9%	7%	3%	5%	12%	3%	3%
4	13%	9%	6%	6%	17%	4%	6%
5	19%	16%	18%	22%	16%	11%	12%
6	14%	17%	15%	16%	18%	16%	12%
7	16%	16%	17%	14%	7%	16%	22%
8	8%	11%	15%	12%	6%	20%	15%
9	3%	6%	7%	5%	4%	10%	9%
10 – an extremely good year	3%	5%	8%	7%	6%	12%	14%
Don't know/not applicable	1%	2%	4%	6%	3%	5%	2%
<i>1-3 (Net)</i>	<i>23%</i>	<i>18%</i>	<i>10%</i>	<i>13%</i>	<i>24%</i>	<i>6%</i>	<i>8%</i>
<i>8-10 (Net)</i>	<i>14%</i>	<i>22%</i>	<i>30%</i>	<i>24%</i>	<i>16%</i>	<i>42%</i>	<i>38%</i>
<i>Mean</i>	<i>5.1</i>	<i>5.7</i>	<i>6.3</i>	<i>6.0</i>	<i>5.8</i>	<i>6.9</i>	<i>6.8</i>

b. My immediate family

	<b>12/9-10, 2020</b>	<b>12/7-8, 2021</b>	<b>1/18-1/19, 2022</b>	<b>8/16-17, 2022</b>	<b>2/28-3/1, 2023</b>	<b>12/5-6, 2023</b>	<b>1/14-15, 2025</b>
1 – not a good year at all	8%	5%	4%	4%	7%	2%	1%
2	5%	2%	1%	1%	7%	1%	1%
3	7%	6%	2%	5%	14%	2%	3%
4	13%	10%	5%	5%	17%	5%	4%
5	23%	17%	20%	20%	16%	10%	12%
6	13%	18%	16%	17%	15%	13%	15%
7	15%	17%	16%	17%	8%	21%	21%
8	8%	13%	15%	12%	5%	22%	17%
9	4%	6%	7%	5%	2%	6%	8%
10 – an extremely good year	3%	4%	8%	6%	5%	13%	15%
Don't know/not applicable	2%	3%	6%	9%	4%	6%	3%
<i>1-3 (Net)</i>	<i>20%</i>	<i>12%</i>	<i>7%</i>	<i>10%</i>	<i>28%</i>	<i>5%</i>	<i>5%</i>
<i>8-10 (Net)</i>	<i>14%</i>	<i>23%</i>	<i>30%</i>	<i>23%</i>	<i>12%</i>	<i>41%</i>	<i>40%</i>
<i>Mean</i>	<i>5.2</i>	<i>5.9</i>	<i>6.4</i>	<i>6.1</i>	<i>6.1</i>	<i>7.0</i>	<i>7.0</i>



## PUBLIC POLL FINDINGS AND METHODOLOGY

8. Thinking ahead to the rest of 2025, how do you think this year will rate for each of the following, on a scale from 1-10, where 1 means it will not be good at all, and 10 means it will be an extremely good year? You can use any number from 1 to 10. *(Continued)*

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

	<b>12/7-8, 2021 (N=620)</b>	<b>1/18-1/19, 2022 (N=633)</b>	<b>8/16-17, 2022 (N=598)</b>	<b>2/28-3/1, 2023 (N=616)</b>	<b>12/5-6, 2023 (N=489)</b>	<b>1/14-15, 2025 (N=482)</b>
1 – not a good year at all	4%	4%	5%	6%	2%	2%
2	2%	1%	2%	5%	1%	2%
3	5%	4%	4%	14%	1%	5%
4	7%	5%	8%	19%	3%	7%
5	17%	17%	15%	18%	10%	12%
6	16%	13%	12%	17%	16%	12%
7	15%	18%	16%	7%	23%	16%
8	17%	16%	16%	4%	22%	16%
9	7%	6%	8%	2%	7%	5%
10 – an extremely good year	7%	12%	9%	6%	12%	20%
Don't know/not applicable	2%	5%	6%	2%	4%	2%
<i>1-3 (Net)</i>	12%	8%	10%	25%	3%	9%
<i>8-10 (Net)</i>	31%	34%	33%	12%	41%	42%
<i>Mean</i>	6.2	6.6	6.4	6.0	7.1	6.9

d. My community

	<b>2/28-3/1, 2023</b>	<b>12/5-6, 2023</b>	<b>1/14-15, 2025</b>
1 – not a good year at all	2%	2%	2%
2	3%	1%	1%
3	10%	3%	3%
4	15%	6%	4%
5	19%	16%	14%
6	22%	19%	19%
7	8%	19%	20%
8	6%	13%	13%
9	2%	5%	5%
10 – an extremely good year	5%	6%	8%
Don't know/not applicable	7%	10%	8%
<i>1-3 (Net)</i>	15%	7%	7%
<i>8-10 (Net)</i>	13%	24%	27%
<i>Mean</i>	5.6	6.3	6.5



## PUBLIC POLL FINDINGS AND METHODOLOGY

8. Thinking ahead to the rest of 2025, how do you think this year will rate for each of the following, on a scale from 1-10, where 1 means it will not be good at all, and 10 means it will be an extremely good year? You can use any number from 1 to 10. *(Continued)*

e. The country

	<b>2/28-3/1, 2023</b>	<b>12/5-6, 2023</b>	<b>1/14-15, 2025</b>
1 – not a good year at all	2%	10%	12%
2	1%	5%	3%
3	4%	8%	12%
4	8%	11%	10%
5	11%	18%	17%
6	18%	13%	12%
7	13%	9%	12%
8	12%	7%	9%
9	8%	4%	3%
10 – an extremely good year	18%	5%	6%
Don't know/not applicable	5%	9%	4%
<i>1-3 (Net)</i>	<i>7%</i>	<i>23%</i>	<i>27%</i>
<i>8-10 (Net)</i>	<i>38%</i>	<i>17%</i>	<i>18%</i>
<i>Mean</i>	<i>4.2</i>	<i>5.1</i>	<i>5.1</i>

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

Total Familiar Summary

	<b>1/14-15, 2025</b>
Wildfires raging in the Los Angeles area	91%
President Jimmy Carter passing away at age 100	84%
Canadian Prime Minister Justin Trudeau announcing he will step down	56%
Human cases of bird flu spreading through the U.S.	56%
The top 500 most wealthy people globally increasing their net worth by \$1.5 trillion in 2024 to \$8 trillion	26%
Iowa State's football team winning the 2024 Pop-Tarts bowl and eating "Cinnamon Roll" the Pop-Tart	20%

a. Wildfires raging in the Los Angeles area

	<b>1/14-15, 2025</b>
Very familiar	66%
Somewhat familiar	25%
Heard of it, but that's it	8%
Never heard of it	1%
<i>Familiar (Net)</i>	<i>91%</i>
<i>Not Familiar (Net)</i>	<i>9%</i>





## PUBLIC POLL FINDINGS AND METHODOLOGY

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

b. Canadian Prime Minister Justin Trudeau announcing he will step down

	<b>1/14-15, 2025</b>
Very familiar	29%
Somewhat familiar	26%
Heard of it, but that's it	20%
Never heard of it	24%
<i>Familiar (Net)</i>	<i>56%</i>
<i>Not Familiar (Net)</i>	<i>44%</i>

c. Iowa State's football team winning the 2024 Pop-Tarts bowl and eating "Cinnamon Roll" the Pop-Tart

	<b>1/14-15, 2025</b>
Very familiar	9%
Somewhat familiar	11%
Heard of it, but that's it	18%
Never heard of it	62%
<i>Familiar (Net)</i>	<i>20%</i>
<i>Not Familiar (Net)</i>	<i>80%</i>

d. The top 500 most wealthy people globally increasing their net worth by \$1.5 trillion in 2024 to \$8 trillion

	<b>1/14-15, 2025</b>
Very familiar	9%
Somewhat familiar	17%
Heard of it, but that's it	28%
Never heard of it	46%
<i>Familiar (Net)</i>	<i>26%</i>
<i>Not Familiar (Net)</i>	<i>74%</i>

e. Human cases of bird flu spreading through the U.S.

	<b>1/14-15, 2025</b>
Very familiar	19%
Somewhat familiar	36%
Heard of it, but that's it	31%
Never heard of it	13%
<i>Familiar (Net)</i>	<i>56%</i>
<i>Not Familiar (Net)</i>	<i>44%</i>



## PUBLIC POLL FINDINGS AND METHODOLOGY

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

f. President Jimmy Carter passing away at age 100

	<b>1/14-15, 2025</b>
Very familiar	54%
Somewhat familiar	30%
Heard of it, but that's it	11%
Never heard of it	5%
<i>Familiar (Net)</i>	<i>84%</i>
<i>Not Familiar (Net)</i>	<i>16%</i>

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

a. Wildfires raging in the Los Angeles area

	<b>1/14-15, 2025</b>
I care a lot	69%
I care a little	24%
I don't care at all	3%
Don't know	3%

b. Canadian Prime Minister Justin Trudeau announcing he will step down

	<b>1/14-15, 2025</b>
I care a lot	16%
I care a little	35%
I don't care at all	42%
Don't know	7%

c. Iowa State's football team winning the 2024 Pop-Tarts bowl and eating "Cinnamon Roll" the Pop-Tart

	<b>1/14-15, 2025</b>
I care a lot	8%
I care a little	16%
I don't care at all	69%
Don't know	7%

d. The top 500 most wealthy people globally increasing their net worth by \$1.5 trillion in 2024 to \$8 trillion

	<b>1/14-15, 2025</b>
I care a lot	24%
I care a little	20%
I don't care at all	47%
Don't know	8%



## PUBLIC POLL FINDINGS AND METHODOLOGY

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

e. Human cases of bird flu spreading through the U.S.

	<b>1/14-15, 2025</b>
I care a lot	41%
I care a little	48%
I don't care at all	7%
Don't know	4%

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

Tariffs will raise prices on goods I buy

	<b>1/14-15, 2025</b>
Strongly agree	33%
Somewhat agree	33%
Neither agree nor disagree	23%
Somewhat disagree	6%
Strongly disagree	4%
<i>Agree (Net)</i>	<b>66%</b>
<i>Disagree (Net)</i>	<b>10%</b>

12. President Trump has indicated that when he takes office, he plans to levy tariffs on nations who produce many goods purchased in the U.S. Which of the following items, if any, do you plan to purchase in advance of those potential tariffs?

	<b>1/14-15, 2025</b>
Electronics	26%
Home improvement items or building materials	20%
Medications	17%
Large appliances	15%
Furniture	15%
Automobiles or other vehicles	13%
Business supplies	12%
Other	1%
None of the above	56%





# PUBLIC POLL FINDINGS AND METHODOLOGY

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

### Total Likely Summary

	<b>10/29-30, 2024</b>	<b>1/14-15, 2025</b>
Celebrate at home with friends/family	85%	78%
Travel to spend time with friends/family	62%	62%
Upgrade or buying new mobile phone(s)	33%	37%
Buy phone accessories	33%	33%
Cut back on streaming subscriptions (Netflix, Prime, Hulu, etc)	26%	33%
Arrange a will or trust	26%	32%
Cut back on cable TV/satellite service	22%	28%
Open a new credit card account	19%	25%
Eliminate landline phone service/cutting the cord	13%	20%
Buy a new home	10%	14%

### a. Upgrade or buying new mobile phone(s)

	<b>10/29-30, 2024</b>	<b>1/14-15, 2025</b>
Very likely	12%	14%
Somewhat likely	22%	23%
Not very likely	23%	28%
Not at all likely	37%	31%
Don't know/Not applicable	6%	4%
<i>Likely (Net)</i>	33%	37%
<i>Not Likely (Net)</i>	61%	59%

### b. Buy phone accessories

	<b>10/29-30, 2024</b>	<b>1/14-15, 2025</b>
Very likely	11%	11%
Somewhat likely	22%	22%
Not very likely	25%	25%
Not at all likely	33%	35%
Don't know/Not applicable	9%	7%
<i>Likely (Net)</i>	33%	33%
<i>Not Likely (Net)</i>	58%	60%

### c. Buy a new home

	<b>10/29-30, 2024</b>	<b>1/14-15, 2025</b>
Very likely	4%	6%
Somewhat likely	6%	9%
Not very likely	12%	17%
Not at all likely	68%	65%
Don't know/Not applicable	10%	4%
<i>Likely (Net)</i>	10%	14%
<i>Not Likely (Net)</i>	80%	82%



## PUBLIC POLL FINDINGS AND METHODOLOGY

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

#### d. Open a new credit card account

	<b>10/29-30, 2024</b>	<b>1/14-15, 2025</b>
Very likely	4%	10%
Somewhat likely	15%	15%
Not very likely	22%	22%
Not at all likely	51%	48%
Don't know/Not applicable	8%	5%
<i>Likely (Net)</i>	<i>19%</i>	<i>25%</i>
<i>Not Likely (Net)</i>	<i>73%</i>	<i>70%</i>

#### e. Celebrate at home with friends/family

	<b>10/29-30, 2024</b>	<b>1/14-15, 2025</b>
Very likely	56%	42%
Somewhat likely	28%	36%
Not very likely	7%	8%
Not at all likely	5%	10%
Don't know/Not applicable	3%	5%
<i>Likely (Net)</i>	<i>85%</i>	<i>78%</i>
<i>Not Likely (Net)</i>	<i>12%</i>	<i>18%</i>

#### f. Travel to spend time with friends/family

	<b>10/29-30, 2024</b>	<b>1/14-15, 2025</b>
Very likely	32%	33%
Somewhat likely	30%	29%
Not very likely	16%	15%
Not at all likely	17%	19%
Don't know/Not applicable	5%	4%
<i>Likely (Net)</i>	<i>62%</i>	<i>62%</i>
<i>Not Likely (Net)</i>	<i>33%</i>	<i>34%</i>

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

	<b>10/29-30, 2024</b>	<b>1/14-15, 2025</b>
Very likely	6%	11%
Somewhat likely	19%	22%
Not very likely	28%	28%
Not at all likely	30%	24%
Don't know/Not applicable	17%	15%
<i>Likely (Net)</i>	<i>26%</i>	<i>33%</i>
<i>Not Likely (Net)</i>	<i>57%</i>	<i>52%</i>



## PUBLIC POLL FINDINGS AND METHODOLOGY

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

#### h. Cut back on cable TV/satellite service

	<b>10/29-30, 2024</b>	<b>1/14-15, 2025</b>
Very likely	7%	10%
Somewhat likely	15%	18%
Not very likely	21%	25%
Not at all likely	28%	26%
Don't know/Not applicable	28%	21%
<i>Likely (Net)</i>	<i>22%</i>	<i>28%</i>
<i>Not Likely (Net)</i>	<i>50%</i>	<i>51%</i>

#### i. Eliminate landline phone service/cutting the cord

	<b>10/29-30, 2024</b>	<b>1/14-15, 2025</b>
Very likely	6%	8%
Somewhat likely	7%	12%
Not very likely	11%	15%
Not at all likely	23%	23%
Don't know/Not applicable	52%	42%
<i>Likely (Net)</i>	<i>13%</i>	<i>20%</i>
<i>Not Likely (Net)</i>	<i>35%</i>	<i>38%</i>

#### j. Arrange a will or trust

	<b>10/29-30, 2024</b>	<b>1/14-15, 2025</b>
Very likely	9%	10%
Somewhat likely	17%	21%
Not very likely	21%	23%
Not at all likely	38%	34%
Don't know/Not applicable	15%	11%
<i>Likely (Net)</i>	<i>26%</i>	<i>32%</i>
<i>Not Likely (Net)</i>	<i>59%</i>	<i>57%</i>



## PUBLIC POLL FINDINGS AND METHODOLOGY

14. 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

	<b>10/29-30, 2024</b>	<b>1/14-15, 2025</b>
Using physical or digital coupons for groceries	28%	26%
Sticking to a shopping list and avoid impulse buying	30%	25%
Preparing for emergencies	23%	24%
Moving your money to safer investments	15%	20%
Keeping more cash on hand	20%	18%
Eating out at a formal/casual/fast casual/quick service restaurant	10%	12%
Buying over-the-counter medicines instead of prescription	13%	11%
<b>[AGE 21+]</b> Buying products containing alcohol	9%	10%
Deferring full payments on what you buy	11%	9%
Buying brand name food products	8%	9%

#### a. Buying brand name food products

	<b>10/29-30, 2024</b>	<b>1/14-15, 2025</b>
More	8%	9%
About the same	66%	63%
Less	22%	23%
Not applicable/I don't do this	3%	5%

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

	<b>10/29-30, 2024</b>	<b>1/14-15, 2025</b>
More	13%	11%
About the same	58%	63%
Less	7%	8%
Not applicable/I don't do this	22%	18%

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

	<b>10/29-30, 2024</b>	<b>1/14-15, 2025</b>
More	10%	12%
About the same	50%	51%
Less	34%	31%
Not applicable/I don't do this	6%	5%



## PUBLIC POLL FINDINGS AND METHODOLOGY

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

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

	<b>10/29-30, 2024 (N=1,051)</b>	<b>1/14-15, 2025 (N=1,054)</b>
More	9%	10%
About the same	50%	47%
Less	18%	22%
Not applicable/I don't do this	23%	22%

e. Using physical or digital coupons for groceries

	<b>10/29-30, 2024</b>	<b>1/14-15, 2025</b>
More	28%	26%
About the same	53%	55%
Less	6%	8%
Not applicable/I don't do this	13%	11%

f. Sticking to a shopping list and avoid impulse buying

	<b>10/29-30, 2024</b>	<b>1/14-15, 2025</b>
More	30%	25%
About the same	56%	64%
Less	6%	6%
Not applicable/I don't do this	8%	5%

g. Deferring full payments on what you buy

	<b>10/29-30, 2024</b>	<b>1/14-15, 2025</b>
More	11%	9%
About the same	33%	40%
Less	11%	12%
Not applicable/I don't do this	45%	39%

h. Moving your money to safer investments

	<b>10/29-30, 2024</b>	<b>1/14-15, 2025</b>
More	15%	20%
About the same	45%	47%
Less	9%	6%
Not applicable/I don't do this	31%	27%



## PUBLIC POLL FINDINGS AND METHODOLOGY

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

i. Keeping more cash on hand

	10/29-30, 2024	1/14-15, 2025
More	20%	18%
About the same	56%	60%
Less	16%	12%
Not applicable/I don't do this	8%	10%

j. Preparing for emergencies

	10/29-30, 2024	1/14-15, 2025
More	23%	24%
About the same	61%	63%
Less	7%	7%
Not applicable/I don't do this	9%	6%

15. How much do you agree or disagree with the following statements?

### Total Agree Summary

	6/22-23, 2021	6/7-8, 2022	6/22-23, 2022	6/6-7, 2023	1/23-24, 2024	1/14-15, 2025
I think companies should remain neutral on <b>political</b> issues	(N=588) 56%	(N=559) 53%	N/A	(N=554) 58%	N/A	63%
I think companies should remain neutral on <b>social</b> issues	(N=588) 42%	(N=558) 45%	N/A	(N=554) 52%	N/A	57%
If a corporation takes a stand on a <b>political</b> issue that I don't agree with, I'm less likely to buy their products or use their services	54%	(N=559) 42%	N/A	(N=554) 48%	42%	52%
If a corporation takes a stand on a <b>social</b> issue that I don't agree with, I'm less likely to buy their products or use their services	52%	(N=558) 42%	N/A	(N=554) 52%	44%	49%
Companies participating on activism on social media is the right thing to do	32%	29%	30%	28%	N/A	26%

a. I think companies should remain neutral on **social** issues

	6/22-23, 2021 (N=588)	6/7-8, 2022 (N=558)	6/6-7, 2023 (N=554)	1/14-15, 2025
Strongly agree	24%	23%	29%	27%
Somewhat agree	18%	22%	24%	31%
Neither agree nor disagree	30%	35%	28%	29%
Somewhat disagree	20%	14%	13%	10%
Strongly disagree	8%	7%	7%	4%
<b>Agree (Net)</b>	<b>42%</b>	<b>45%</b>	<b>52%</b>	<b>57%</b>
<b>Disagree (Net)</b>	<b>18%</b>	<b>21%</b>	<b>20%</b>	<b>14%</b>

\*Prior to 2025, this item had a split base



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15. How much do you agree or disagree with the following statements? (Continued)

b. I think companies should remain neutral on **political** issues

	6/22-23, 2021 (N=588)	6/7-8, 2022 (N=559)	6/6-7, 2023 (N=554)	1/14-15, 2025
Strongly agree	28%	29%	32%	33%
Somewhat agree	28%	23%	26%	30%
Neither agree nor disagree	27%	26%	26%	26%
Somewhat disagree	12%	14%	10%	7%
Strongly disagree	5%	8%	6%	4%
<b>Agree (Net)</b>	<b>56%</b>	<b>53%</b>	<b>58%</b>	<b>63%</b>
<b>Disagree (Net)</b>	<b>17%</b>	<b>22%</b>	<b>16%</b>	<b>10%</b>

\*Prior to 2025, this item had a split base

c. Companies participating on activism on social media is the right thing to do

	6/22-23, 2021	6/7-8, 2022	6/22-23, 2022	6/6-7, 2023	1/14-15, 2025
Strongly agree	10%	10%	11%	10%	9%
Somewhat agree	22%	19%	20%	19%	16%
Neither agree nor disagree	38%	39%	43%	39%	44%
Somewhat disagree	15%	15%	12%	14%	15%
Strongly disagree	15%	17%	16%	19%	15%
<b>Agree (Net)</b>	<b>32%</b>	<b>29%</b>	<b>30%</b>	<b>28%</b>	<b>26%</b>
<b>Disagree (Net)</b>	<b>30%</b>	<b>32%</b>	<b>27%</b>	<b>33%</b>	<b>30%</b>

d. If a corporation takes a stand on a **social** issue that I don't agree with, I'm less likely to buy their products or use their services

	6/22-23, 2021 (N=588)	6/7-8, 2022 (N=558)	6/6-7, 2023 (N=554)	1/23-24, 2024	1/14-15, 2025
Strongly agree	22%	15%	23%	16%	18%
Somewhat agree	30%	27%	29%	28%	31%
Neither agree nor disagree	35%	42%	36%	42%	38%
Somewhat disagree	9%	10%	9%	10%	7%
Strongly disagree	4%	6%	3%	4%	7%
<b>Agree (Net)</b>	<b>52%</b>	<b>42%</b>	<b>52%</b>	<b>44%</b>	<b>49%</b>
<b>Disagree (Net)</b>	<b>13%</b>	<b>16%</b>	<b>12%</b>	<b>14%</b>	<b>13%</b>

\*Prior to 2024, this item had a split base

e. If a corporation takes a stand on a **political** issue that I don't agree with, I'm less likely to buy their products or use their services

	6/22-23, 2021 (N=588)	6/7-8, 2022 (N=559)	6/6-7, 2023 (N=554)	1/23-24, 2024	1/14-15, 2025
Strongly agree	23%	18%	17%	13%	21%
Somewhat agree	32%	24%	31%	28%	31%
Neither agree nor disagree	34%	42%	37%	39%	37%
Somewhat disagree	8%	9%	12%	14%	7%
Strongly disagree	4%	8%	3%	5%	4%
<b>Agree (Net)</b>	<b>54%</b>	<b>42%</b>	<b>48%</b>	<b>42%</b>	<b>52%</b>
<b>Disagree (Net)</b>	<b>12%</b>	<b>17%</b>	<b>15%</b>	<b>19%</b>	<b>11%</b>

\*Prior to 2024, this item had a split base





## PUBLIC POLL FINDINGS AND METHODOLOGY

### About the Study

These are some of the findings of the one hundred and ninth wave of an Ipsos poll conducted between January 14-15, 2025. 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 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 one hundred and ninth wave was conducted January 14-15, 2025 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-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, one hundred and eighth, and one hundred and ninth waves of this study have a credibility interval of 3.6 percentage points.

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## PUBLIC POLL FINDINGS AND METHODOLOGY

### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

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