



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior

Washington, DC, February 23, 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 |
|------------------------|------------------------------|------------------------|--|
| 2/21-22, 2024 (N=555) | 50% | 23% | 26% |
| 2/6-7, 2024 (N=554) | 52% | 21% | 27% |
| 1/23-24, 2024 (N=551) | 47% | 21% | 32% |
| 1/9-10, 2024 (N=574) | 51% | 17% | 32% |
| 12/5-6, 2023 (N=567) | 55% | 25% | 20% |
| 11/7-8, 2023 (N=595) | 54% | 24% | 22% |
| 10/24-25, 2023 (N=551) | 55% | 22% | 23% |
| 10/10-11, 2023 (N=570) | 58% | 19% | 23% |
| 9/26-27, 2023 (N=612) | 57% | 18% | 25% |
| 9/12-13, 2023 (N=594) | 55% | 20% | 26% |
| 8/29-30, 2023 (N=586) | 57% | 25% | 19% |
| 8/15-16, 2023 (N=568) | 51% | 23% | 26% |
| 8/1-2, 2023 (N=623) | 50% | 28% | 22% |
| 7/18-19, 2023 (N=574) | 60% | 20% | 20% |
| 6/21-22, 2023 (N=580) | 52% | 25% | 23% |
| 6/6-7, 2023 (N=582) | 60% | 21% | 19% |
| 5/23-24, 2023 (N=599) | 52% | 24% | 23% |
| 5/9-10, 2023 (N=615) | 59% | 20% | 21% |
| 4/25-26, 2023 (N=582) | 52% | 29% | 19% |
| 4/11-12, 2023 (N=557) | 58% | 21% | 22% |
| 3/28-29, 2023 (N=620) | 46% | 24% | 30% |
| 3/14-15, 2023 (N=625) | 55% | 25% | 20% |
| 2/28-3/1, 2023 (N=616) | 61% | 20% | 19% |
| 2/14-15, 2023 (N=603) | 56% | 24% | 20% |
| 1/18-19, 2023 (N=639) | 56% | 22% | 22% |





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1. **[ASKED ONLY IF EMPLOYED]** Are you currently working from home, at your workplace, or both a majority of the time?

| | Working at my workplace only | Working from home only | Working both from home and at my workplace |
|-------------------------------|------------------------------|------------------------|--|
| 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% |



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 |
|--------------------------------|-------------|----------------|--|----------------------|-------------------|---------------------------|
| 2/21-22, 2024 (N=555) | 11% | 18% | 19% | 15% | 30% | 7% |
| 1/23-24, 2024 (N=551) | 12% | 13% | 24% | 19% | 21% | 10% |
| 1/9-10, 2024 (N=574) | 13% | 17% | 20% | 17% | 27% | 6% |
| 3/14-15, 2023 (N=625) | 16% | 19% | 15% | 14% | 27% | 9% |
| 1/18-19, 2023 (N=1,119) | 12% | 12% | 16% | 12% | 17% | 31% |
| 6/22-23, 2022 (N=1,117) | 13% | 12% | 17% | 14% | 19% | 26% |
| 3/15-16, 2022 (N=1,154) | 14% | 14% | 17% | 9% | 15% | 31% |
| 2/1-3, 2022 (N=2,010) | 11% | 13% | 15% | 10% | 18% | 33% |
| 6/22-23, 2021 (N=1,176) | 10% | 14% | 19% | 13% | 16% | 28% |
| 5/25-26, 2021 (N=1,178) | 11% | 15% | 18% | 9% | 18% | 27% |
| 3/15-16, 2021 (N=1,115) | 12% | 15% | 17% | 12% | 14% | 30% |
| 3/2-3, 2021 (N=1,115) | 9% | 16% | 22% | 14% | 13% | 26% |

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

3. **[IF EMPLOYED]** How likely, if at all, is it that you will keep your current work arrangement over the next few months?

| | 1/18-19, 2023 (N=639) | 2/21-22, 2024 (N=555) |
|-------------------------|------------------------------|------------------------------|
| Very likely | 70% | 69% |
| Somewhat likely | 20% | 20% |
| Not very likely | 4% | 5% |
| Not at all likely | 3% | 3% |
| Not sure | 3% | 3% |
| <i>Likely (Net)</i> | <i>90%</i> | <i>89%</i> |
| <i>Not Likely (Net)</i> | <i>7%</i> | <i>8%</i> |

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

| | 1/18-19, 2023 (N=639) | 1/9-10, 2024 (N=574) | 1/23-24, 2024 (N=551) | 2/21-22, 2024 (N=555) |
|--------------|------------------------------|-----------------------------|------------------------------|------------------------------|
| Yes | 37% | 41% | 41% | 46% |
| No | 58% | 55% | 54% | 49% |
| I don't know | 5% | 4% | 4% | 5% |



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5. **[IF EMPLOYED]** In the next 3-5 years, do you expect your work commute to change?

| | 7/21-22, 2020 (N=600) | 8/4-5, 2020 (N=607) | 9/1-2, 2020 (N=603) | 12/9-10, 2020 (N=605) | 2/1-3, 2022 (N=1,086) | 8/1-2, 2023 (N=623) | 2/21-22, 2024 (N=555) |
|------------|-----------------------------|---------------------------|---------------------------|-----------------------------|-----------------------------|---------------------------|-----------------------------|
| Yes | 33% | 37% | 37% | 26% | 24% | 24% | 36% |
| No | 53% | 51% | 51% | 64% | 64% | 60% | 52% |
| Don't know | 13% | 12% | 12% | 10% | 13% | 16% | 13% |

6. **[ASKED IF Q5 = YES]** In the next 3-5 years, do you expect your work commute to change?

| | 7/21-22, 2020 (N=196) | 9/1-2, 2020 (N=207) | 12/9-10, 2020 (N=149) | 2/1-3, 2022 (N=233) | 8/1-2, 2023 (N=167) | 2/21-22, 2024 (N=175) |
|--|-----------------------------|---------------------------|-----------------------------|---------------------------|---------------------------|-----------------------------|
| I expect to drive to work more often | 46% | 54% | 45% | 56% | 46% | 41% |
| I expect to commute less, in any form, because I will be working from home more frequently | 24% | 17% | 23% | 17% | 26% | 28% |
| I expect to take public transportation (bus or rail) more often | 17% | 21% | 22% | 18% | 8% | 22% |
| I expect to walk or bike more often | 18% | 13% | 11% | 23% | 9% | 14% |
| Don't know | 9% | 5% | 7% | 6% | 17% | 6% |

**Previously asked as "When all the coronavirus-related stay at home orders end, do you expect your work commute to change?"*

7. How comfortable or uncomfortable do you feel with your personal economic situation today?

| | 10/26-27, 2021 | 11/9-10, 2022 | 12/7-8, 2022 | 1/18-19, 2023 | 11/7-8, 2023 | 2/21/22, 2024 |
|---------------------------------------|-------------------|------------------|-----------------|------------------|-----------------|------------------|
| Very comfortable | 12% | 13% | 9% | 11% | 14% | 19% |
| Somewhat comfortable | 30% | 23% | 21% | 23% | 29% | 29% |
| Neither comfortable nor uncomfortable | 27% | 27% | 28% | 22% | 22% | 20% |
| Somewhat uncomfortable | 20% | 22% | 27% | 28% | 21% | 20% |
| Very uncomfortable | 12% | 15% | 15% | 16% | 13% | 12% |
| Comfortable (Net) | 42% | 36% | 30% | 34% | 44% | 48% |
| Uncomfortable (Net) | 32% | 38% | 43% | 44% | 34% | 32% |



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8. How do you expect your total household spending to change over the next three months compared to now?

| | It will increase a lot | It will increase a little | It will not change | It will decrease a little | It will decrease a lot | Don't know | <i>Increase (Net)</i> | <i>Decrease (Net)</i> |
|-----------------------|------------------------|---------------------------|--------------------|---------------------------|------------------------|------------|-----------------------|-----------------------|
| 2/21-22, 2024 | 7% | 30% | 37% | 15% | 4% | 6% | 37% | 19% |
| 10/25-26, 2022 | 11% | 23% | 34% | 16% | 9% | 7% | 34% | 25% |
| 10/11-12, 2022 | 9% | 21% | 39% | 14% | 7% | 9% | 31% | 21% |
| 9/13-14, 2022 | 8% | 22% | 38% | 17% | 7% | 8% | 30% | 24% |
| 8/16-17, 2022 | 9% | 19% | 41% | 15% | 8% | 7% | 29% | 23% |
| 7/19-20, 2022 | 10% | 19% | 43% | 15% | 7% | 6% | 29% | 22% |
| 6/22-23, 2022 | 12% | 18% | 35% | 16% | 11% | 9% | 29% | 27% |
| 6/7-8, 2022 | 13% | 23% | 36% | 13% | 9% | 7% | 36% | 22% |
| 5/10-11, 2022 | 13% | 26% | 36% | 13% | 9% | 5% | 38% | 21% |
| 4/12-13, 2022 | 10% | 27% | 40% | 12% | 5% | 7% | 37% | 17% |
| 3/15-16, 2022 | 14% | 23% | 42% | 10% | 6% | 5% | 37% | 15% |
| 1/4-1/5, 2022 | 8% | 18% | 46% | 15% | 6% | 7% | 26% | 21% |
| 12/7-8, 2021 | 8% | 20% | 49% | 12% | 5% | 6% | 28% | 18% |
| 11/9-10, 2021 | 9% | 21% | 46% | 12% | 6% | 7% | 30% | 17% |
| 7/20-21, 2021 | 8% | 19% | 52% | 11% | 5% | 5% | 27% | 16% |
| 7/6-7, 2021 | 6% | 20% | 51% | 11% | 5% | 8% | 26% | 16% |
| 6/22-23, 2021 | 6% | 18% | 54% | 11% | 5% | 6% | 24% | 16% |
| 6/8-9, 2021 | 4% | 22% | 52% | 10% | 5% | 7% | 26% | 15% |
| 5/25-26, 2021 | 6% | 21% | 51% | 9% | 6% | 8% | 26% | 15% |





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9. For each product category below, what best describes your current situation?

a. Automobile

| | 6/7-8, 2022 | 5/23-24, 2023 | 9/12-13, 2023 | 2/21-22, 2024 |
|--|------------------------|--------------------------|--------------------------|--------------------------|
| I am not in the market for this product | 63% | 53% | 56% | 60% |
| I have delayed shopping, and will wait for some time before I resume | 23% | 32% | 28% | 24% |
| I am looking to make a purchase now | 14% | 14% | 16% | 16% |

b. Home purchase

| | 6/7-8, 2022 | 5/23-24, 2023 | 9/12-13, 2023 | 2/21-22, 2024 |
|--|------------------------|--------------------------|--------------------------|--------------------------|
| I am not in the market for this product | 73% | 75% | 76% | 70% |
| I have delayed shopping, and will wait for some time before I resume | 19% | 16% | 17% | 20% |
| I am looking to make a purchase now | 8% | 9% | 7% | 9% |

c. Tech equipment

| | 6/7-8, 2022 | 5/23-24, 2023 | 9/12-13, 2023 | 2/21-22, 2024 |
|--|------------------------|--------------------------|--------------------------|--------------------------|
| I am not in the market for this product | 65% | 61% | 61% | 56% |
| I have delayed shopping, and will wait for some time before I resume | 25% | 26% | 23% | 29% |
| I am looking to make a purchase now | 10% | 14% | 16% | 15% |

d. Home improvement

| | 6/7-8, 2022 | 5/23-24, 2023 | 9/12-13, 2023 | 2/21-22, 2024 |
|--|------------------------|--------------------------|--------------------------|--------------------------|
| I am not in the market for this product | 56% | 46% | 52% | 51% |
| I have delayed shopping, and will wait for some time before I resume | 28% | 35% | 29% | 30% |
| I am looking to make a purchase now | 16% | 20% | 19% | 19% |

e. Appliances

| | 6/7-8, 2022 | 5/23-24, 2023 | 9/12-13, 2023 | 2/21-22, 2024 |
|--|------------------------|--------------------------|--------------------------|--------------------------|
| I am not in the market for this product | 66% | 55% | 62% | 60% |
| I have delayed shopping, and will wait for some time before I resume | 24% | 30% | 24% | 26% |
| I am looking to make a purchase now | 10% | 16% | 14% | 15% |

10. 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 | <i>Familiar (Net)</i> | <i>Not familiar (Net)</i> |
|-----------------------|---------------|-------------------|-------------------|---------------------|------------|-----------------------|---------------------------|
| 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% |

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

Total Familiar Summary

| | 2/21-22, 2024 |
|-------------------|----------------------|
| Virtual Reality | 63% |
| Cryptocurrency | 50% |
| Metaverse | 46% |
| Augmented Reality | 43% |
| Spatial computing | 14% |

a. Metaverse

| | 2/21-22, 2024 |
|---------------------------|----------------------|
| Very familiar | 10% |
| Somewhat familiar | 36% |
| Not very familiar | 30% |
| Not at all familiar | 24% |
| <i>Familiar (Net)</i> | 46% |
| <i>Not Familiar (Net)</i> | 54% |

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

b. Augmented Reality

| | 2/21-22, 2024 |
|---------------------------|--------------------------|
| Very familiar | 10% |
| Somewhat familiar | 33% |
| Not very familiar | 31% |
| Not at all familiar | 26% |
| <i>Familiar (Net)</i> | 43% |
| <i>Not Familiar (Net)</i> | 57% |

c. Virtual Reality

| | 2/21-22, 2024 |
|---------------------------|--------------------------|
| Very familiar | 17% |
| Somewhat familiar | 45% |
| Not very familiar | 25% |
| Not at all familiar | 13% |
| <i>Familiar (Net)</i> | 63% |
| <i>Not Familiar (Net)</i> | 37% |

d. Cryptocurrency

| | 2/21-22, 2024 |
|---------------------------|--------------------------|
| Very familiar | 14% |
| Somewhat familiar | 36% |
| Not very familiar | 29% |
| Not at all familiar | 21% |
| <i>Familiar (Net)</i> | 50% |
| <i>Not Familiar (Net)</i> | 50% |

e. Spatial computing

| | 2/21-22, 2024 |
|---------------------------|--------------------------|
| Very familiar | 4% |
| Somewhat familiar | 11% |
| Not very familiar | 32% |
| Not at all familiar | 53% |
| <i>Familiar (Net)</i> | 14% |
| <i>Not Familiar (Net)</i> | 86% |

12. How interested, if at all, are you in each of the following?

Total Interested Summary

| | 2/21-22, 2024 |
|-------------------|--------------------------|
| Virtual Reality | 45% |
| Metaverse | 35% |
| Augmented Reality | 35% |
| Cryptocurrency | 35% |
| Spatial computing | 24% |

a. Metaverse

| | 2/21-22, 2024 |
|-----------------------------|--------------------------|
| Very interested | 10% |
| Somewhat interested | 25% |
| Not very interested | 28% |
| Not at all interested | 37% |
| <i>Interested (Net)</i> | 35% |
| <i>Not Interested (Net)</i> | 65% |

b. Augmented Reality

| | 2/21-22, 2024 |
|-----------------------------|--------------------------|
| Very interested | 11% |
| Somewhat interested | 24% |
| Not very interested | 29% |
| Not at all interested | 36% |
| <i>Interested (Net)</i> | 35% |
| <i>Not Interested (Net)</i> | 65% |

c. Virtual Reality

| | 2/21-22, 2024 |
|-----------------------------|--------------------------|
| Very interested | 16% |
| Somewhat interested | 29% |
| Not very interested | 26% |
| Not at all interested | 29% |
| <i>Interested (Net)</i> | 45% |
| <i>Not Interested (Net)</i> | 55% |

12. How interested, if at all, are you in each of the following? (Continued)

d. Cryptocurrency

| | 2/21-22, 2024 |
|-----------------------------|--------------------------|
| Very interested | 15% |
| Somewhat interested | 20% |
| Not very interested | 23% |
| Not at all interested | 42% |
| <i>Interested (Net)</i> | <i>35%</i> |
| <i>Not Interested (Net)</i> | <i>65%</i> |

e. Spatial computing

| | 2/21-22, 2024 |
|-----------------------------|--------------------------|
| Very interested | 4% |
| Somewhat interested | 19% |
| Not very interested | 31% |
| Not at all interested | 46% |
| <i>Interested (Net)</i> | <i>24%</i> |
| <i>Not Interested (Net)</i> | <i>76%</i> |

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

Total Agree Summary

| | 1/23-24, 2024 | 2/6-7, 2024 | 2/21-22, 2024 |
|--|--------------------------|------------------------|--------------------------|
| I am hopeful for my future | 80% | 84% | 84% |
| The world today is changing too fast | 75% | 77% | 81% |
| I tend to buy brands that reflect my personal values | 69% | 70% | 70% |
| My religion or faith is very important to me | 64% | 63% | 68% |
| Being a fan of sports is very important to me | 49% | 51% | 53% |

a. The world today is changing too fast

| | 1/23-24, 2024 | 2/6-7, 2024 | 2/21-22, 2024 |
|-----------------------|--------------------------|------------------------|--------------------------|
| Strongly agree | 33% | 35% | 39% |
| Somewhat agree | 42% | 42% | 42% |
| Somewhat disagree | 15% | 15% | 14% |
| Strongly disagree | 5% | 5% | 3% |
| Don't know | 4% | 3% | 3% |
| <i>Agree (Net)</i> | <i>75%</i> | <i>77%</i> | <i>81%</i> |
| <i>Disagree (Net)</i> | <i>21%</i> | <i>20%</i> | <i>16%</i> |

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

b. Being a fan of sports is very important to me

| | 1/23-24, 2024 | 2/6-7, 2024 | 2/21-22, 2024 |
|-----------------------|--------------------------|------------------------|--------------------------|
| Strongly agree | 21% | 21% | 24% |
| Somewhat agree | 28% | 31% | 29% |
| Somewhat disagree | 20% | 19% | 17% |
| Strongly disagree | 29% | 27% | 29% |
| Don't know | 2% | 2% | 2% |
| Agree (Net) | 49% | 51% | 53% |
| Disagree (Net) | 49% | 46% | 46% |

c. My religion or faith is very important to me

| | 1/23-24, 2024 | 2/6-7, 2024 | 2/21-22, 2024 |
|-----------------------|--------------------------|------------------------|--------------------------|
| Strongly agree | 36% | 34% | 41% |
| Somewhat agree | 27% | 30% | 27% |
| Somewhat disagree | 14% | 15% | 15% |
| Strongly disagree | 20% | 20% | 15% |
| Don't know | 3% | 2% | 3% |
| Agree (Net) | 64% | 63% | 68% |
| Disagree (Net) | 33% | 35% | 29% |

d. I am hopeful for my future

| | 1/23-24, 2024 | 2/6-7, 2024 | 2/21-22, 2024 |
|-----------------------|--------------------------|------------------------|--------------------------|
| Strongly agree | 33% | 35% | 43% |
| Somewhat agree | 47% | 49% | 42% |
| Somewhat disagree | 11% | 8% | 8% |
| Strongly disagree | 5% | 5% | 5% |
| Don't know | 4% | 4% | 3% |
| Agree (Net) | 80% | 84% | 84% |
| Disagree (Net) | 17% | 13% | 13% |

e. I tend to buy brands that reflect my personal values

| | 1/23-24, 2024 | 2/6-7, 2024 | 2/21-22, 2024 |
|-----------------------|--------------------------|------------------------|--------------------------|
| Strongly agree | 19% | 19% | 20% |
| Somewhat agree | 50% | 52% | 50% |
| Somewhat disagree | 18% | 18% | 17% |
| Strongly disagree | 8% | 6% | 6% |
| Don't know | 5% | 6% | 7% |
| Agree (Net) | 69% | 70% | 70% |
| Disagree (Net) | 26% | 24% | 23% |

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

Total Familiar Summary

| | 2/21-22, 2024 |
|---|--------------------------|
| The Kansas City Chiefs defeating the San Francisco 49ers in the Super Bowl | 80% |
| Taylor Swift attending the Super Bowl | 78% |
| Former President Trump being fined \$450 million for fraud in New York State | 63% |
| The Biden Administration announcing \$1.2 billion in student loan forgiveness for nearly 153,000 borrowers | 56% |
| Former President Trump suggesting Russia could do “whatever the hell it wants” to NATO allies who haven’t met spending guidelines | 48% |
| The report from Special Counsel Robert Hur investigating President Biden’s handling of classified documents | 45% |
| Tucker Carlson’s interview with Russian president Vladimir Putin | 42% |
| A Democratic candidate winning a special election to replace former Rep. George Santos in Congress | 40% |
| Robocalls featuring an AI-faked voice of President Biden being used to influence voting in the New Hampshire primary | 29% |
| Disney’s announcement of a deal to produce games and experiences with Epic Games, the maker of Fortnite | 22% |
| Jenny Cavnar named the first female primary play-by-play broadcaster in baseball history | 17% |

- a. Former President Trump suggesting Russia could do “whatever the hell it wants” to NATO allies who haven’t met spending guidelines

| | 2/21-22, 2024 |
|----------------------------|--------------------------|
| Very familiar | 23% |
| Somewhat familiar | 25% |
| Heard of it, but that’s it | 22% |
| Never heard of it | 30% |
| Familiar (Net) | 48% |
| Not Familiar (Net) | 52% |

- b. The report from Special Counsel Robert Hur investigating President Biden’s handling of classified documents

| | 2/21-22, 2024 |
|----------------------------|--------------------------|
| Very familiar | 14% |
| Somewhat familiar | 31% |
| Heard of it, but that’s it | 26% |
| Never heard of it | 28% |
| Familiar (Net) | 45% |
| Not Familiar (Net) | 55% |

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

c. Tucker Carlson's interview with Russian president Vladimir Putin

| | 2/21-22, 2024 |
|----------------------------|--------------------------|
| Very familiar | 17% |
| Somewhat familiar | 25% |
| Heard of it, but that's it | 24% |
| Never heard of it | 35% |
| <i>Familiar (Net)</i> | <i>42%</i> |
| <i>Not Familiar (Net)</i> | <i>58%</i> |

d. Former President Trump being fined \$450 million for fraud in New York State

| | 2/21-22, 2024 |
|----------------------------|--------------------------|
| Very familiar | 32% |
| Somewhat familiar | 31% |
| Heard of it, but that's it | 24% |
| Never heard of it | 13% |
| <i>Familiar (Net)</i> | <i>63%</i> |
| <i>Not Familiar (Net)</i> | <i>37%</i> |

e. Jenny Cavnar named the first female primary play-by-play broadcaster in baseball history

| | 2/21-22, 2024 |
|----------------------------|--------------------------|
| Very familiar | 4% |
| Somewhat familiar | 12% |
| Heard of it, but that's it | 17% |
| Never heard of it | 66% |
| <i>Familiar (Net)</i> | <i>17%</i> |
| <i>Not Familiar (Net)</i> | <i>83%</i> |

f. The Kansas City Chiefs defeating the San Francisco 49ers in the Super Bowl

| | 2/21-22, 2024 |
|----------------------------|--------------------------|
| Very familiar | 59% |
| Somewhat familiar | 21% |
| Heard of it, but that's it | 12% |
| Never heard of it | 8% |
| <i>Familiar (Net)</i> | <i>80%</i> |
| <i>Not Familiar (Net)</i> | <i>20%</i> |

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

g. Taylor Swift attending the Super Bowl

| | 2/21-22, 2024 |
|----------------------------|--------------------------|
| Very familiar | 53% |
| Somewhat familiar | 25% |
| Heard of it, but that's it | 17% |
| Never heard of it | 5% |
| <i>Familiar (Net)</i> | <i>78%</i> |
| <i>Not Familiar (Net)</i> | <i>22%</i> |

h. A Democratic candidate winning a special election to replace former Rep. George Santos in Congress

| | 2/21-22, 2024 |
|----------------------------|--------------------------|
| Very familiar | 20% |
| Somewhat familiar | 20% |
| Heard of it, but that's it | 24% |
| Never heard of it | 35% |
| <i>Familiar (Net)</i> | <i>40%</i> |
| <i>Not Familiar (Net)</i> | <i>60%</i> |

i. Disney's announcement of a deal to produce games and experiences with Epic Games, the maker of Fortnite

| | 2/21-22, 2024 |
|----------------------------|--------------------------|
| Very familiar | 6% |
| Somewhat familiar | 15% |
| Heard of it, but that's it | 22% |
| Never heard of it | 56% |
| <i>Familiar (Net)</i> | <i>22%</i> |
| <i>Not Familiar (Net)</i> | <i>78%</i> |

j. Robocalls featuring an AI-faked voice of President Biden being used to influence voting in the New Hampshire primary

| | 2/21-22, 2024 |
|----------------------------|--------------------------|
| Very familiar | 9% |
| Somewhat familiar | 20% |
| Heard of it, but that's it | 20% |
| Never heard of it | 51% |
| <i>Familiar (Net)</i> | <i>29%</i> |
| <i>Not Familiar (Net)</i> | <i>71%</i> |



PUBLIC POLL FINDINGS AND METHODOLOGY

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

- k. The Biden Administration announcing \$1.2 billion in student loan forgiveness for nearly 153,000 borrowers

| | 2/21-22, 2024 |
|----------------------------|--------------------------|
| Very familiar | 19% |
| Somewhat familiar | 37% |
| Heard of it, but that's it | 27% |
| Never heard of it | 17% |
| <i>Familiar (Net)</i> | <i>56%</i> |
| <i>Not Familiar (Net)</i> | <i>44%</i> |

15. 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. Former President Trump suggesting Russia could do “whatever the hell it wants” to NATO allies who haven’t met spending guidelines

| | 2/21-22, 2024 |
|---------------------|--------------------------|
| I care a lot | 31% |
| I care a little | 28% |
| I don’t care at all | 34% |
| Don’t know | 8% |

- b. The report from Special Counsel Robert Hur investigating President Biden’s handling of classified documents

| | 2/21-22, 2024 |
|---------------------|--------------------------|
| I care a lot | 28% |
| I care a little | 33% |
| I don’t care at all | 31% |
| Don’t know | 8% |

- c. Tucker Carlson’s interview with Russian president Vladimir Putin

| | 2/21-22, 2024 |
|---------------------|--------------------------|
| I care a lot | 20% |
| I care a little | 30% |
| I don’t care at all | 43% |
| Don’t know | 8% |

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

d. Former President Trump being fined \$450 million for fraud in New York State

| | 2/21-22, 2024 |
|---------------------|--------------------------|
| I care a lot | 34% |
| I care a little | 27% |
| I don't care at all | 34% |
| Don't know | 5% |

e. Jenny Cavnar named the first female primary play-by-play broadcaster in baseball history

| | 2/21-22, 2024 |
|---------------------|--------------------------|
| I care a lot | 8% |
| I care a little | 25% |
| I don't care at all | 57% |
| Don't know | 10% |

f. The Kansas City Chiefs defeating the San Francisco 49ers in the Super Bowl

| | 2/21-22, 2024 |
|---------------------|--------------------------|
| I care a lot | 23% |
| I care a little | 30% |
| I don't care at all | 44% |
| Don't know | 4% |

g. Taylor Swift attending the Super Bowl

| | 2/21-22, 2024 |
|---------------------|--------------------------|
| I care a lot | 10% |
| I care a little | 16% |
| I don't care at all | 69% |
| Don't know | 5% |

h. A Democratic candidate winning a special election to replace former Rep. George Santos in Congress

| | 2/21-22, 2024 |
|---------------------|--------------------------|
| I care a lot | 24% |
| I care a little | 33% |
| I don't care at all | 36% |
| Don't know | 7% |



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15. 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)*

- i. Disney's announcement of a deal to produce games and experiences with Epic Games, the maker of Fortnite

| | 2/21-22, 2024 |
|---------------------|--------------------------|
| I care a lot | 8% |
| I care a little | 21% |
| I don't care at all | 63% |
| Don't know | 9% |

- j. Robocalls featuring an AI-faked voice of President Biden being used to influence voting in the New Hampshire primary

| | 2/21-22, 2024 |
|---------------------|--------------------------|
| I care a lot | 26% |
| I care a little | 27% |
| I don't care at all | 40% |
| Don't know | 8% |

- k. The Biden Administration announcing \$1.2 billion in student loan forgiveness for nearly 153,000 borrowers

| | 2/21-22, 2024 |
|---------------------|--------------------------|
| I care a lot | 38% |
| I care a little | 34% |
| I don't care at all | 23% |
| Don't know | 6% |





PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are some of the findings of the ninety-first wave of an Ipsos poll conducted between February 21-22, 2024. For this survey, a sample of 1,119 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
- The forty-second wave was conducted November 22-23, 2021, among 1,162 adults





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- 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-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
- The eighty-fifth wave was conducted October 10-11, 2023 among 1,119 adults





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- 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 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.

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 ($n=1,119$, $DEFF=1.5$, adjusted Confidence Interval= ± 5.1 percentage points).

- The forty-sixth wave of this study has a credibility interval of plus or minus 2.5 percentage points.
- The first, fourth, fifth, sixth, seventh, eighth, ninth, eleventh, twelfth, thirteenth, fourteenth, fifteenth, sixteenth, seventeenth, eighteenth, twentieth, twenty-first, twenty-second, twenty-third, twenty-fourth, twenty-fifth, twenty-sixth, twenty-seventh, twenty-eighth, twenty-ninth, thirtieth, thirty-first, thirty-second, thirty-third, thirty-fourth, thirty-fifth, thirty-sixth, thirty-seventh, thirty-eighth, thirty-ninth, fortieth, forty-first, forty second, forty-third, forty-fourth, and forty-fifth waves of this study have a credibility interval of plus or minus 3.3 percentage points for all respondents.
- The second, third, tenth, and nineteenth waves of this study have a credibility interval of plus or minus 3.4 percentage points for all respondents.
- The forty-seventh, forty-eighth, forty-ninth, fiftieth, and fifty-first waves of this study have a credibility interval of plus or minus 3.5 percentage points.
- The fifty-second, fifty-third, fifty-fourth, fifty-fifth, fifty-sixth, fifty-seventh, fifty-eighth, fifty-ninth, sixtieth, sixty-first, sixty-second, sixty-third, sixty-fourth, sixty-fifth, sixty-sixth, sixty-seventh, sixty-eighth, sixty-ninth, seventieth, seventy-first, seventy-second, seventy-third, seventy-fourth, seventy-fifth, seventy-sixth, seventy-seventh, seventy-eighth, seventy-ninth, eightieth, eighty-first, eighty-second, eighty-third, eighty-fourth, eighty-fifth, eighty-sixth, eighty-seventh, eighty-eighth, eighty-eighth and a half, eighty-ninth, and ninetieth waves of this study have a credibility interval of 3.6 percentage points.





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About Ipsos

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