

IPSOS INSIDE TRACK WEBINAR

JULY 19, 2021

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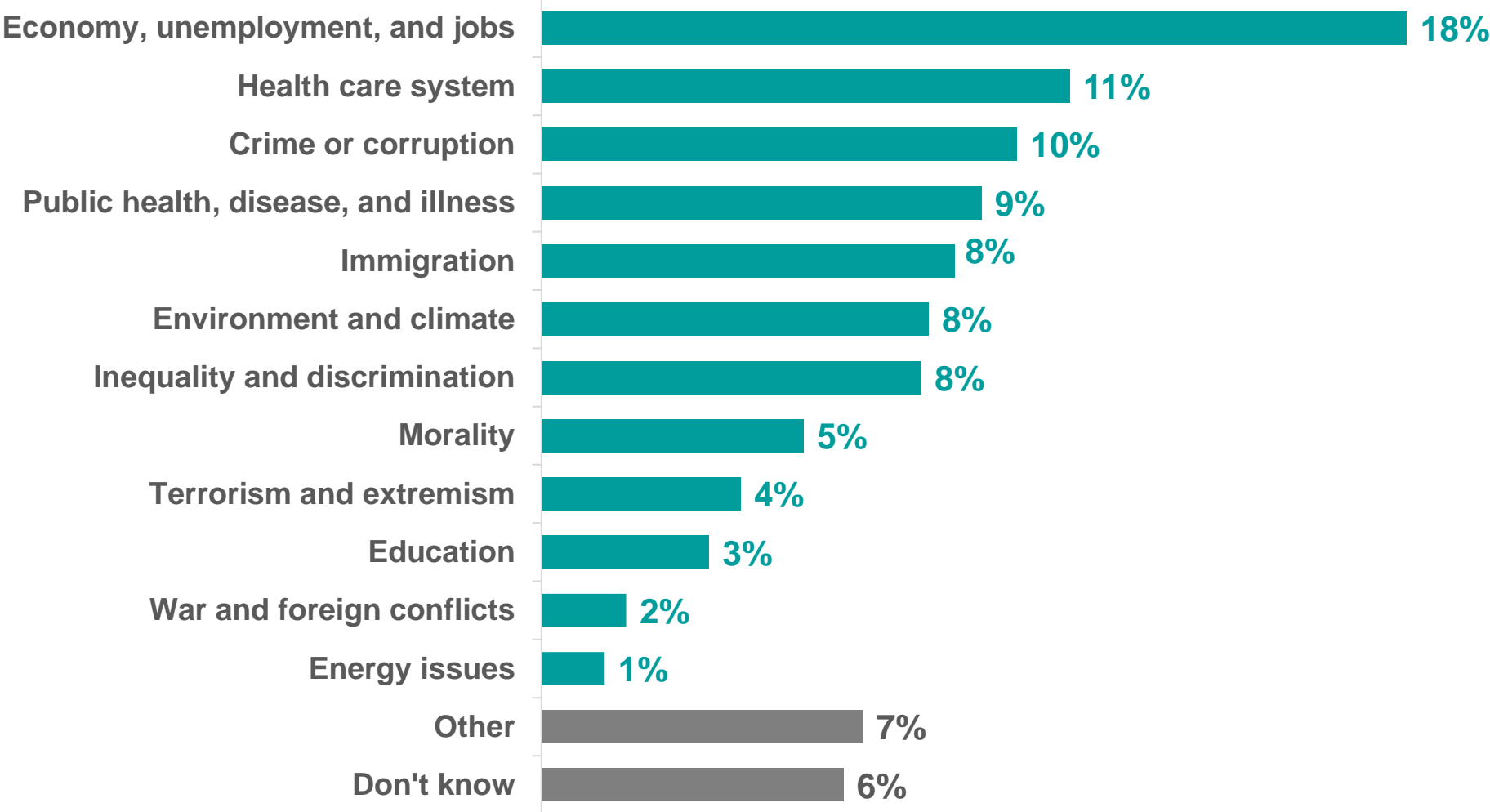


AGENDA

1. THE ECONOMY
2. THE PANDEMIC & REEMERGENCE
3. CRIME AND POLICE REFORM
4. CRITICAL RACE THEORY
5. AMERICAN POLITICS
6. QUESTIONS

Main issues facing the United States – Summer 2021

In your opinion, what is the most important problem facing the U.S. today?



THE ECONOMY

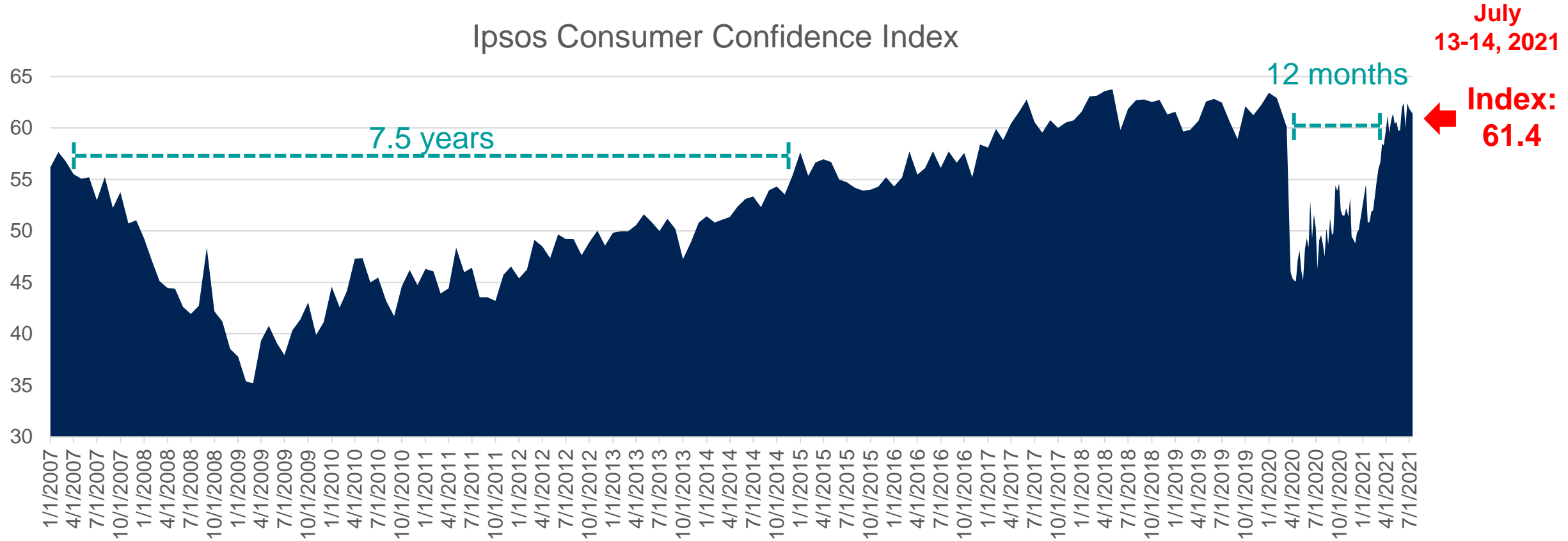
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Macro-Economic Issues

The Great Rebound

At 61.4, the American Consumer Confidence has returned to pre-pandemic levels

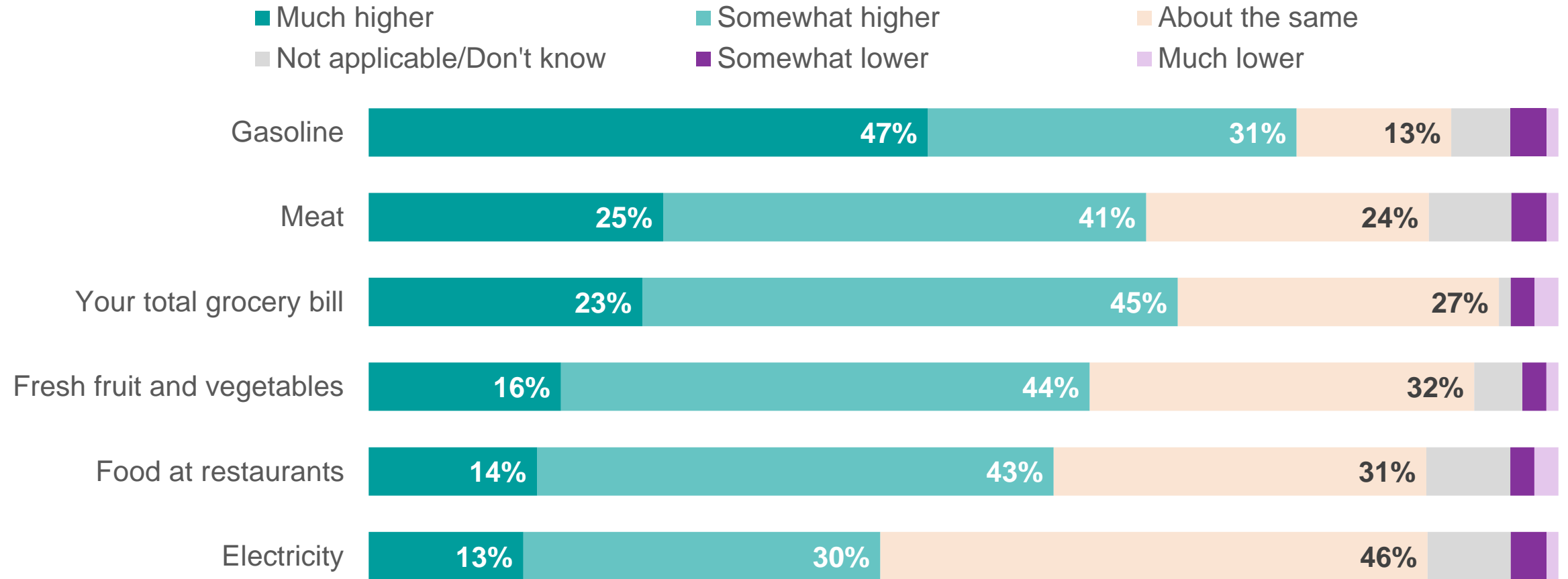
Ipsos Consumer Confidence Index



Source: Jan 2002- Feb 2011 RBC CASH Index
March 2011 to early March Monthly Refinitiv-Ipsos Primary Consumer Sentiment Index
March 25, 2020 to date Ipsos-Forbes Advisor U.S. Consumer Confidence Weekly Tracker

Americans are feeling an inflation pinch

Gasoline and groceries are most seen to be rising in price

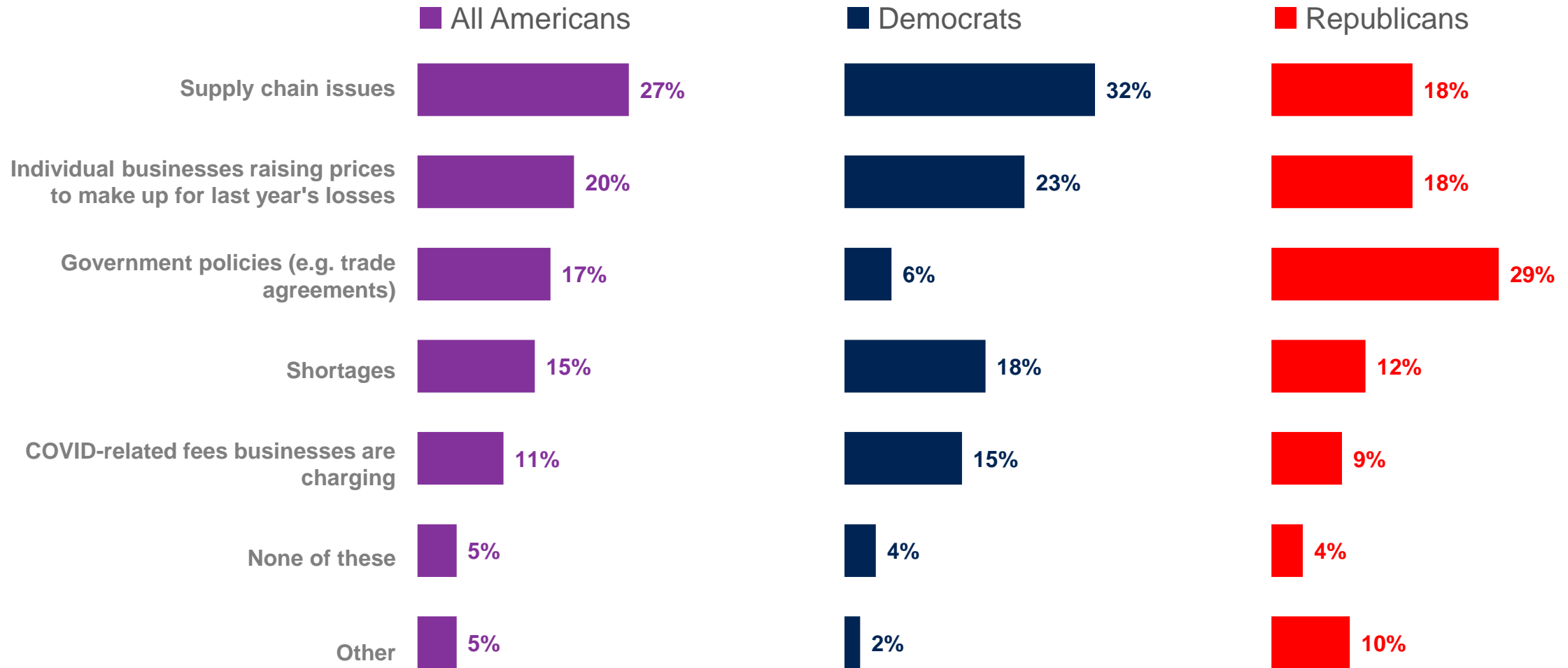


Q: Thinking about the prices you have paid for the following in recent weeks, do they generally seem higher, lower, or about the same as in the start of this year?

Source: Ipsos Coronavirus Consumer tracker survey of 1,179 Americans, conducted July 6-7, 2021

Americans see different reasons for inflation issues

Q: When thinking about the higher prices you are paying, what do you think is the single biggest contributing factor to those higher costs? Cut by Party ID



American Job Market

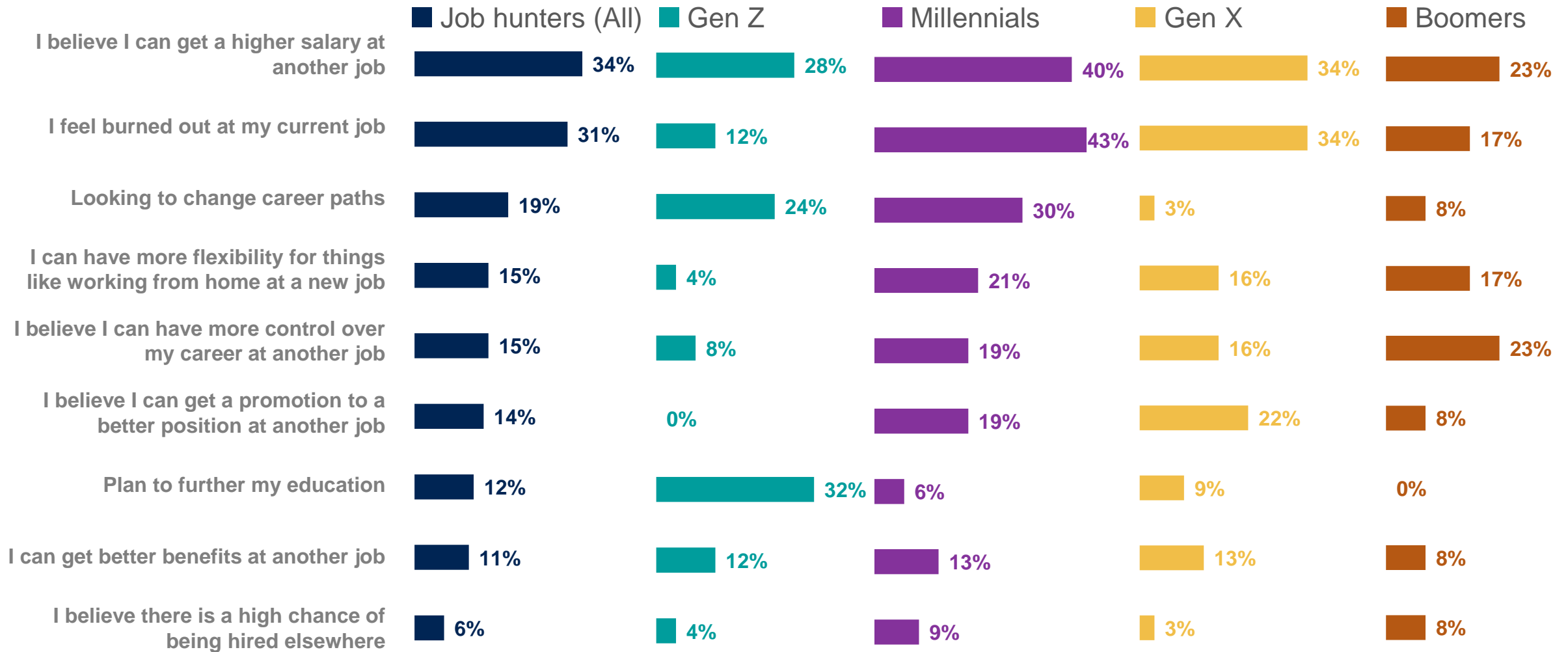
Young workers core of employment market ferment

Which of the following best describes your current work situation?

	Percent in workforce	Employed & content	Employed & looking	Recently started	Not employed & looking	Total in job market
Total	58%	71%	16%	5%	9%	29%
Adult Gen Z (age 18-24)	66%	53%	17%	17%	14%	47%
Millennial (age 25-40)	72%	67%	21%	4%	8%	33%
Gen X (age 41-56)	78%	74%	13%	4%	9%	26%
Boomer+ (age 57+)	31%	84%	6%	3%	6%	16%

Prospect of a higher salary and burnout drive many job seekers

What are your primary reasons for leaving your current job?



Return to Office

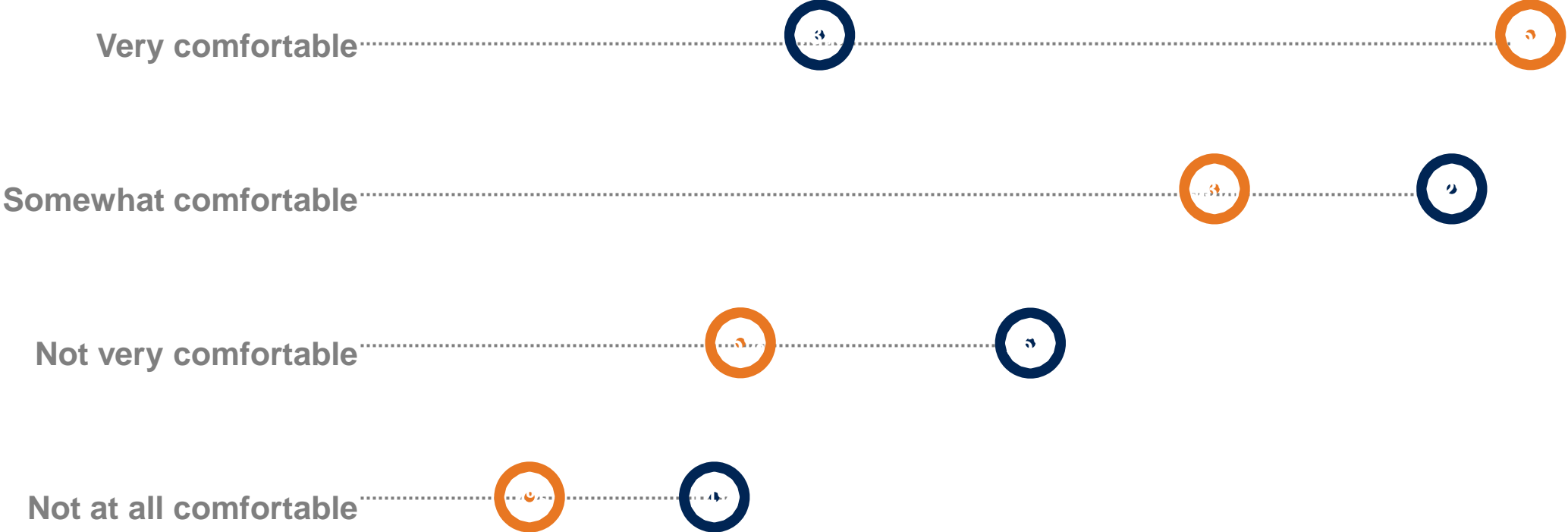
Americans who are happy to return to work in person tend to be more comfortable going mask-free indoors

Percent feel _____ about being indoors, in a public space, without a mask
Asked of employed Americans, cut by how they feel about returning to in-person work more frequently

Relative comfort with mask wearing indoors

Indifferent/Not happy to return to the office

Happy to return to the office



Source: Newsy/Ipsos poll conducted June 28-29, 2021 among 1,115 U.S. adults

People who are happy to return to the office are more likely to feel comfortable with shaking hands and hugging

Percent of people who feel comfortable with shaking hands or hugging people, cut by whether they are happy to return to the office...

Percent comfortable
doing the following

Indifferent/Not
happy to return to
the office

Happy to return to
the office

Shaking hands



Hugging



Source: Newsy/Ipsos poll conducted June 28-29, 2021 among 1,115 U.S. adults

THE PANDEMIC & AMERICAN REEMERGENCE

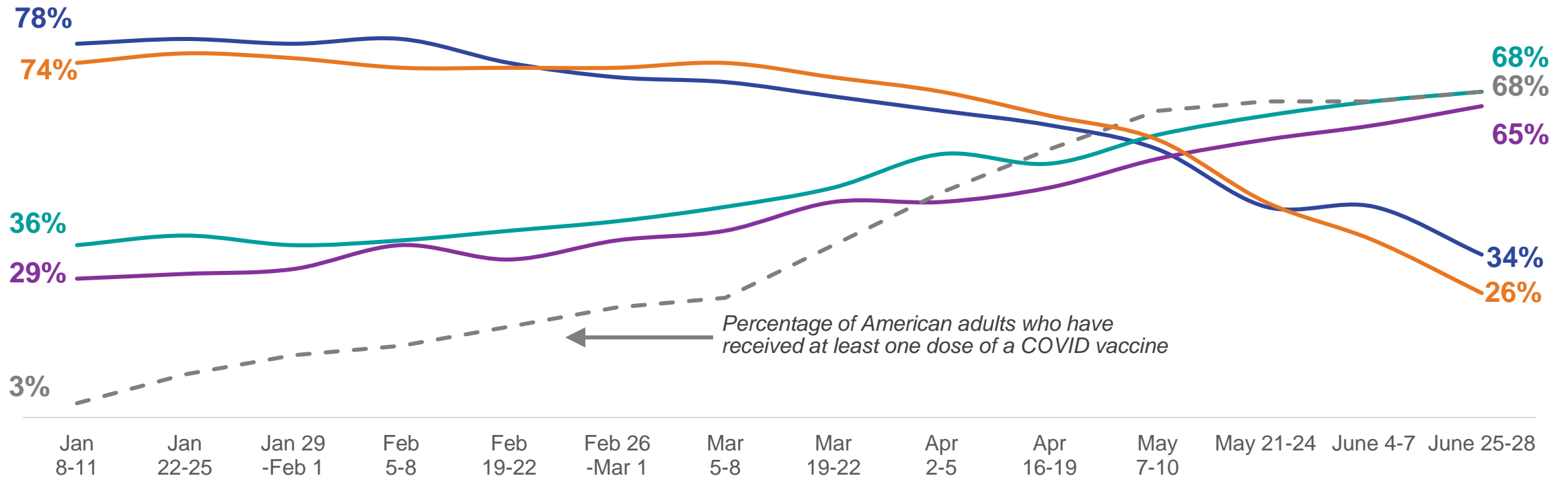
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American reemergence continues

However, a majority are in favor of showing proof of COVID-19 vaccination to participate in many public activities

Percentage of Americans who have _____ in the last week

- Social distanced
- Visited friends or relatives
- Gone out to eat
- Worn a mask outside the home at all times

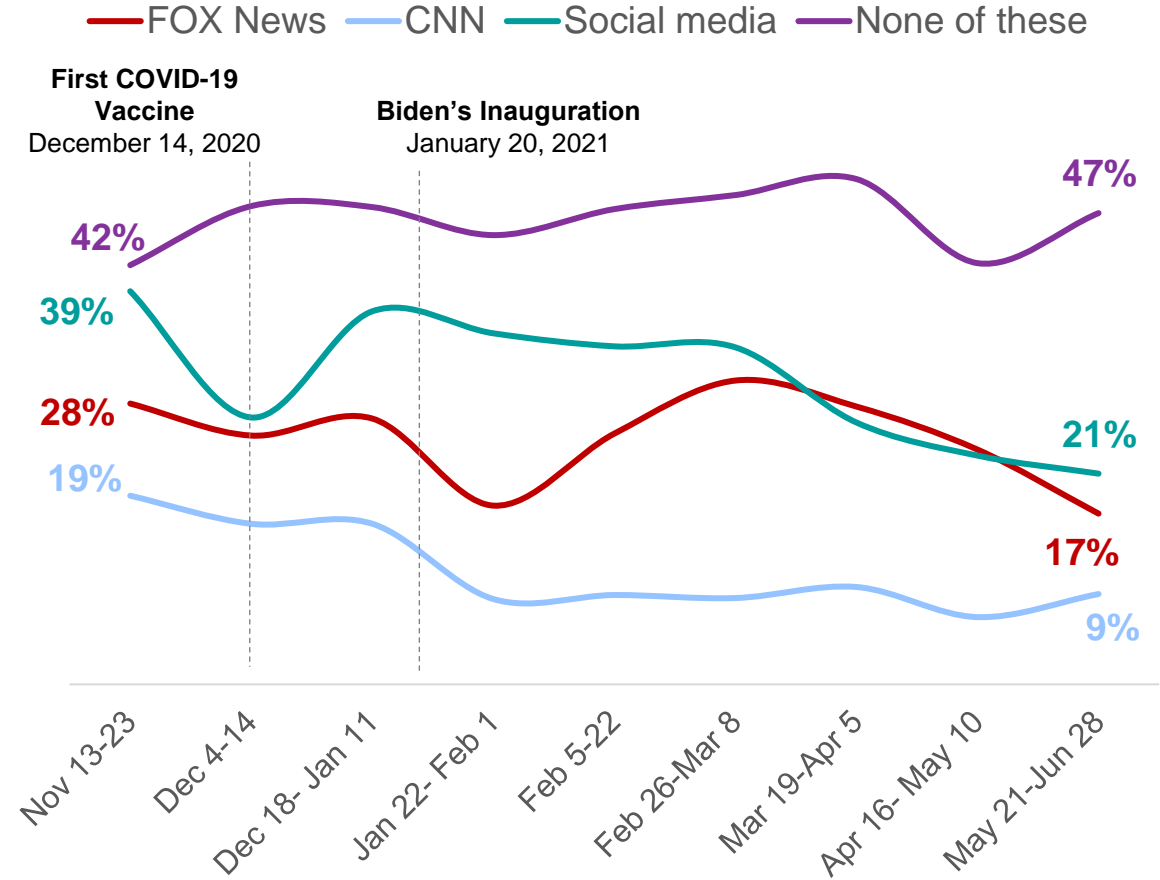
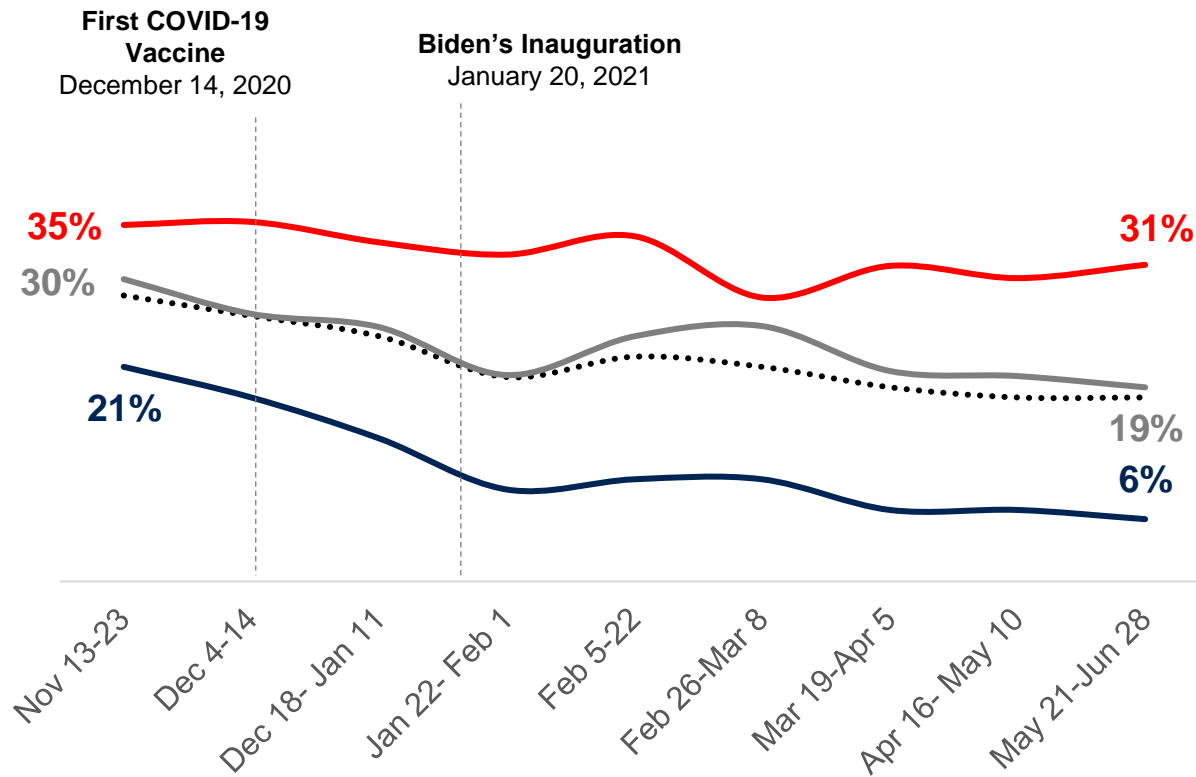


Misinformation, partisanship barriers for vaccination effort

How likely, if at all, are you to get the first generation COVID-19 vaccine, as soon as it's available?

Percent **not at all likely** to get the vaccine by PID and main source of news

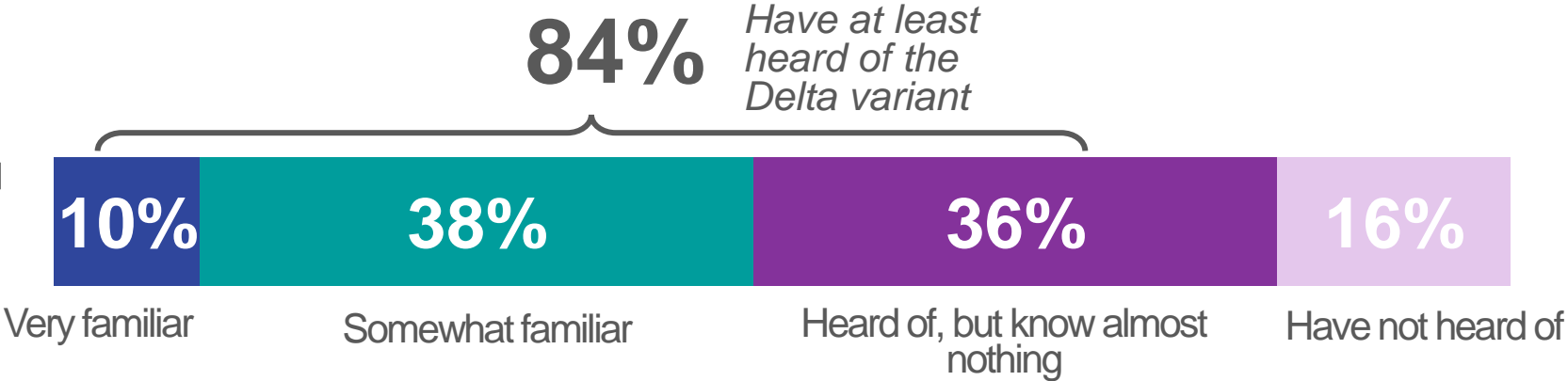
..... All Americans — Democrats — Republicans — Independents



Most have heard of the Delta variant

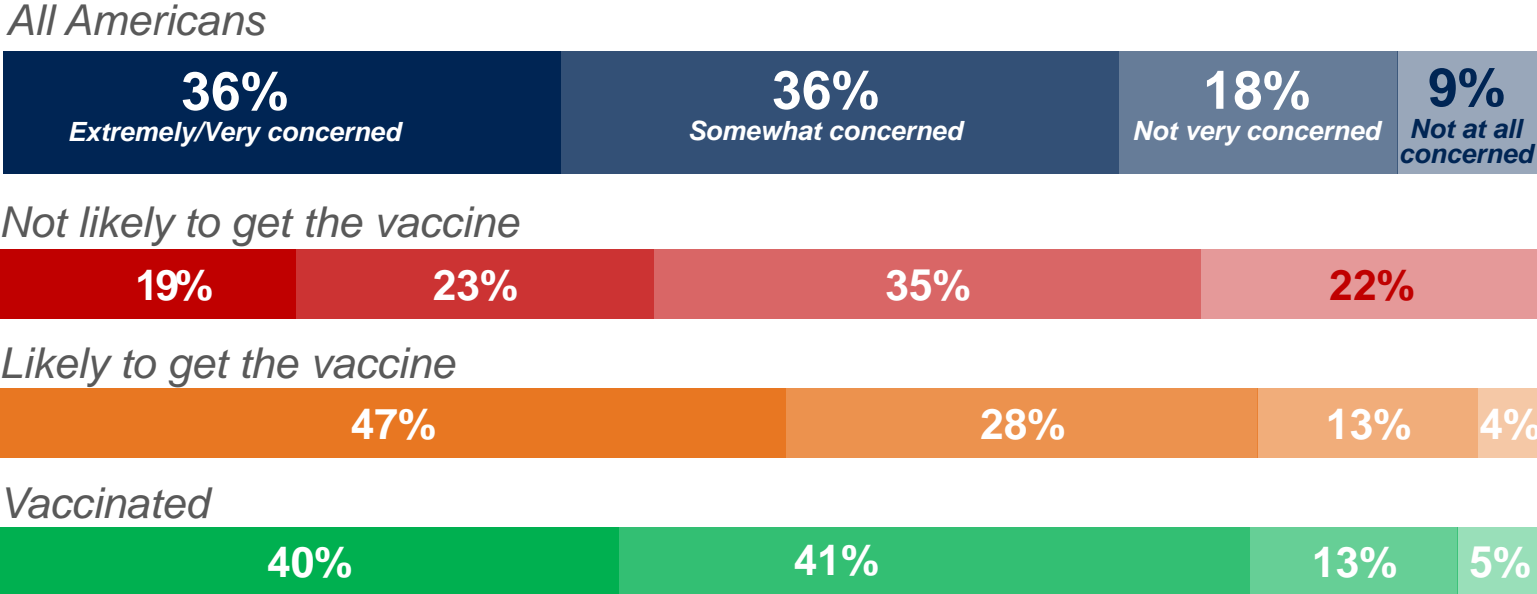
However, concern among those who have heard of the strain is somewhat muted.

How familiar, if at all, are you with the Delta coronavirus variant?



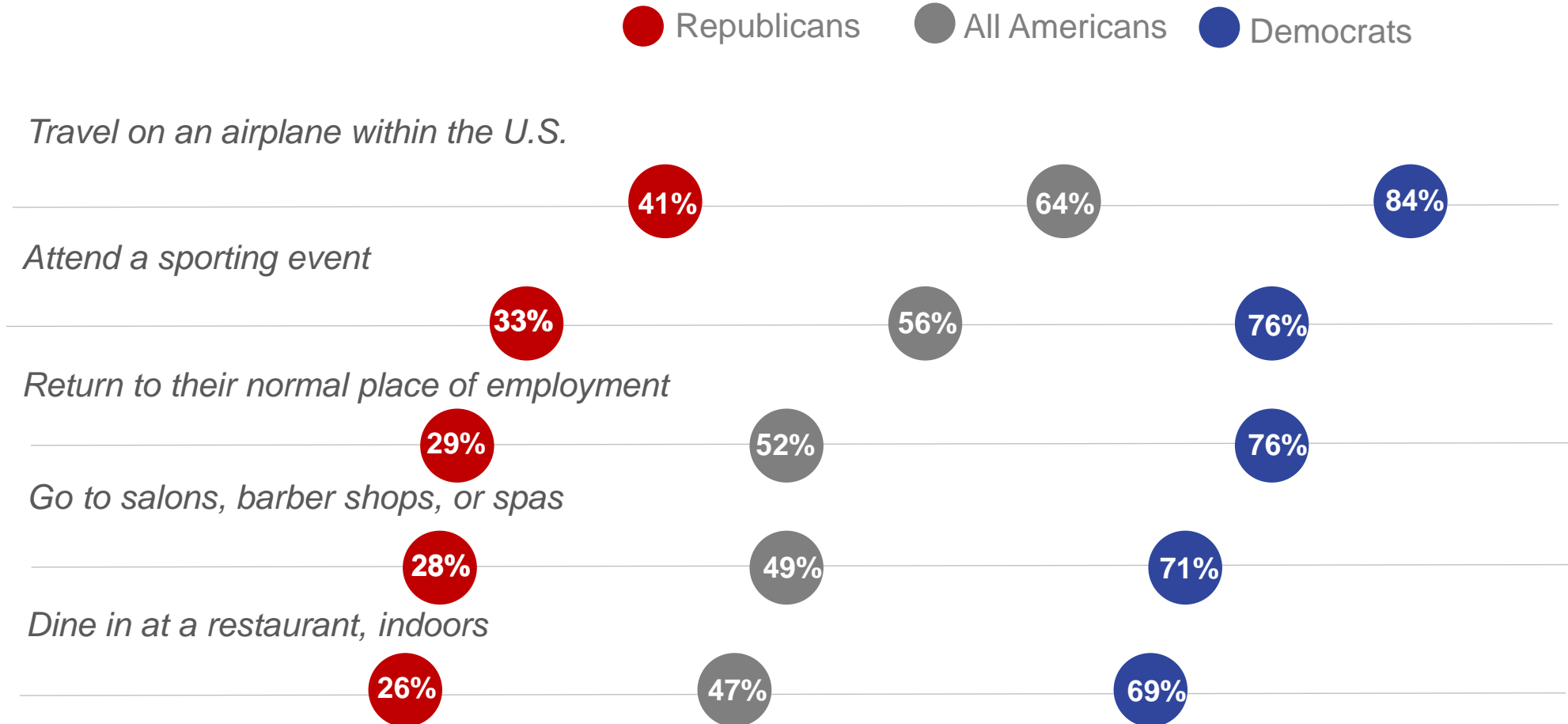
How concerned are you, if at all, about the new Delta coronavirus variant spreading in the U.S.?

% concerned among those familiar with the Delta variant



Vaccine campaign is a partisan issue

Percentage of Americans who support having to show proof of a COVID-19 vaccine to do each of the following



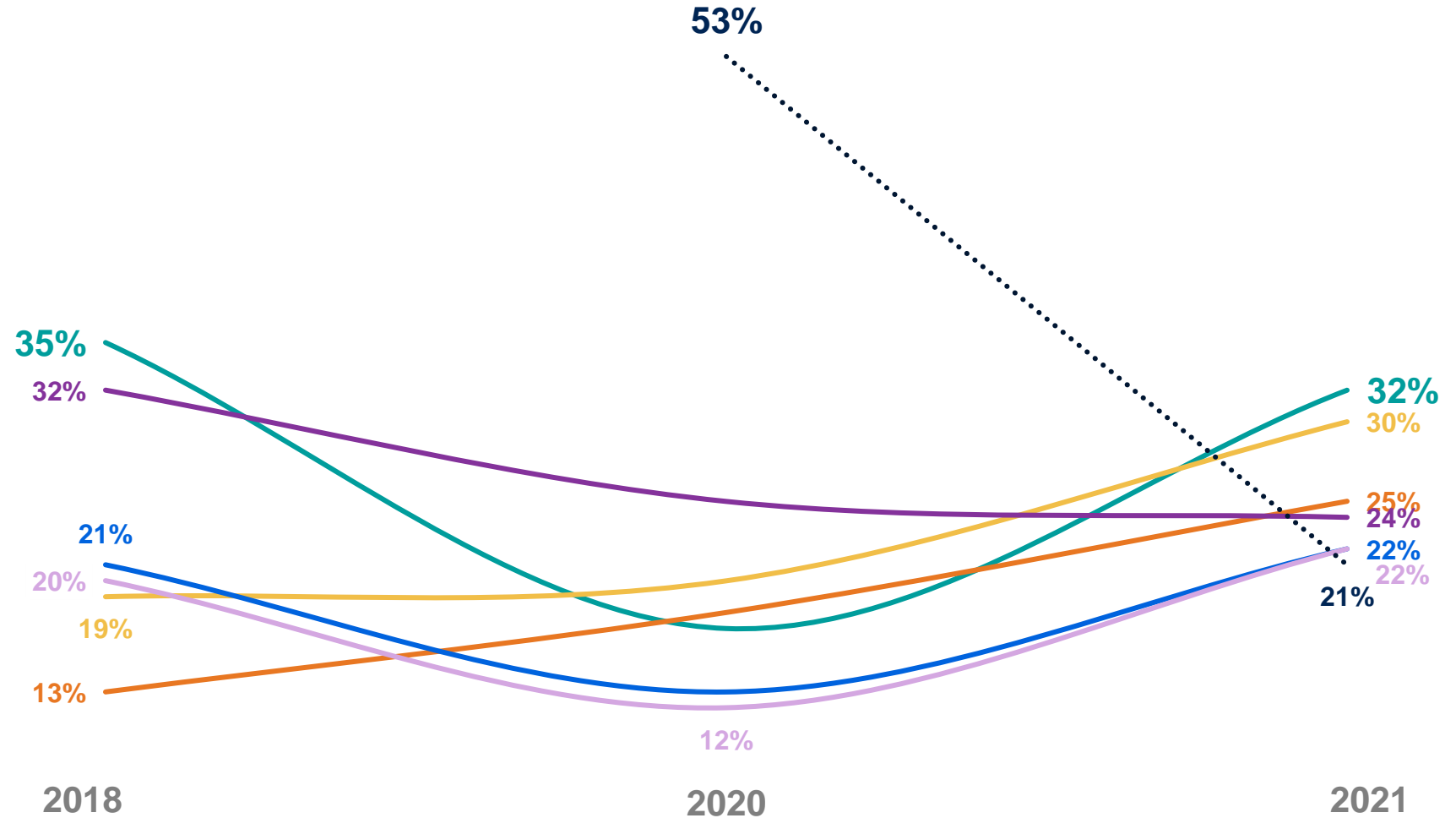
CRIME AND POLICE REFORM

3

Crime & the reset of the American agenda

Which three of the following topics do you find the most worrying? (Top 7)

- Crime or gun violence
- Political extremism or polarization
- Climate change
- Healthcare
- Government budget and deficit
- Immigration
- COVID-19/Coronavirus*



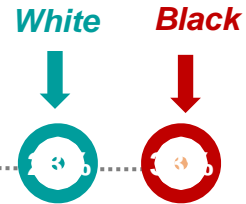
Source: USA Today/Ipsos survey of 1,201 Americans conducted June 29-July 6, 2021. Question: Which three of the following topics do you find the most worrying? *COVID not included in 2018

Black Americans 3x more likely to have police draw a gun or taser in their presence

Percent of white and Black Americans who report the following experiences with the police

Question: At any time that you've been stopped by the police in your vehicle, have you experienced the following?

Being told to step out of the vehicle



Police officer action

The police officer removed a gun or taser from its holster



You or your vehicle was searched



Additional police officers arrived on the scene



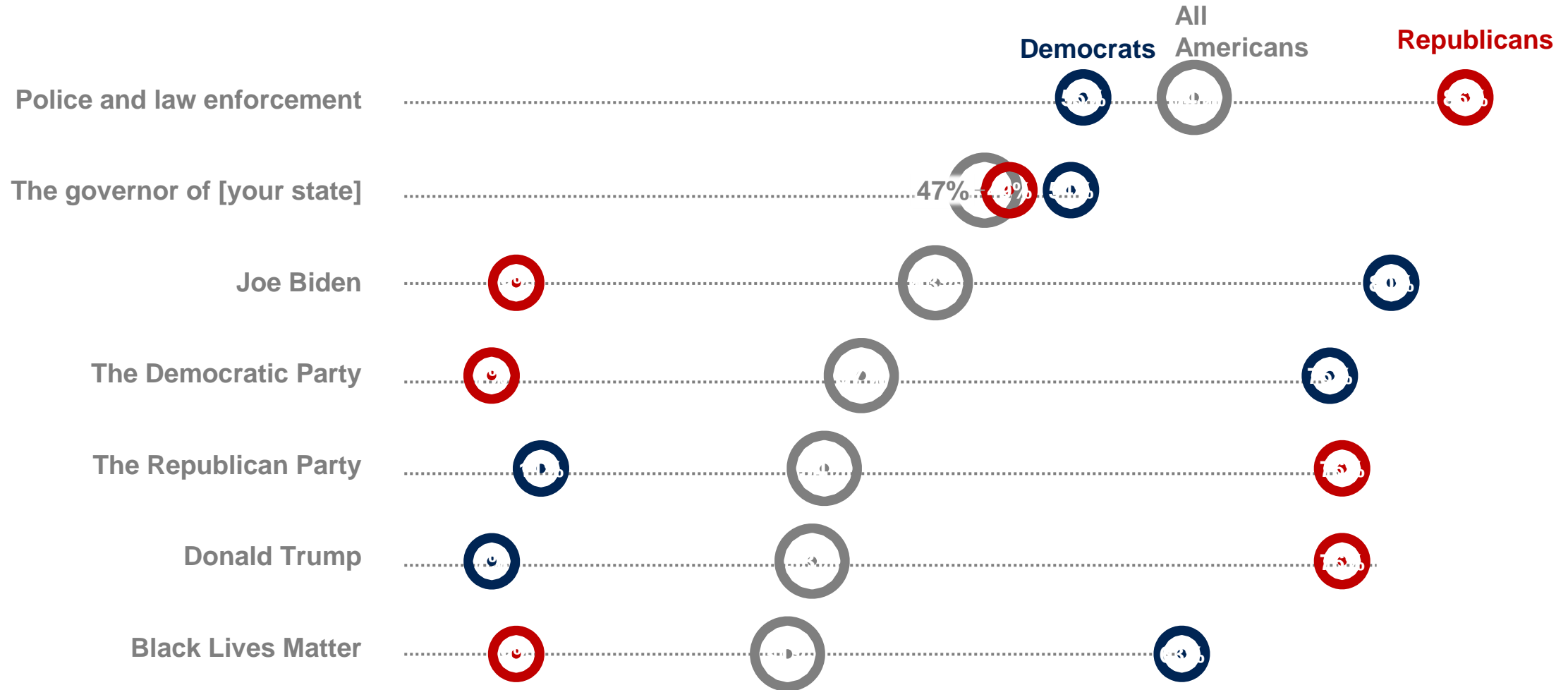
Was it fair?

Being pulled over for a reason you felt was unjustified or wrong



Partisans are split on who to trust to improve public safety issues in the US

Percent have a great deal/a fair amount of trust in _____ to improve crime and public safety issues in this country



Source: USA Today/Ipsos survey of 1,201 Americans conducted June 29-July 6, 2021

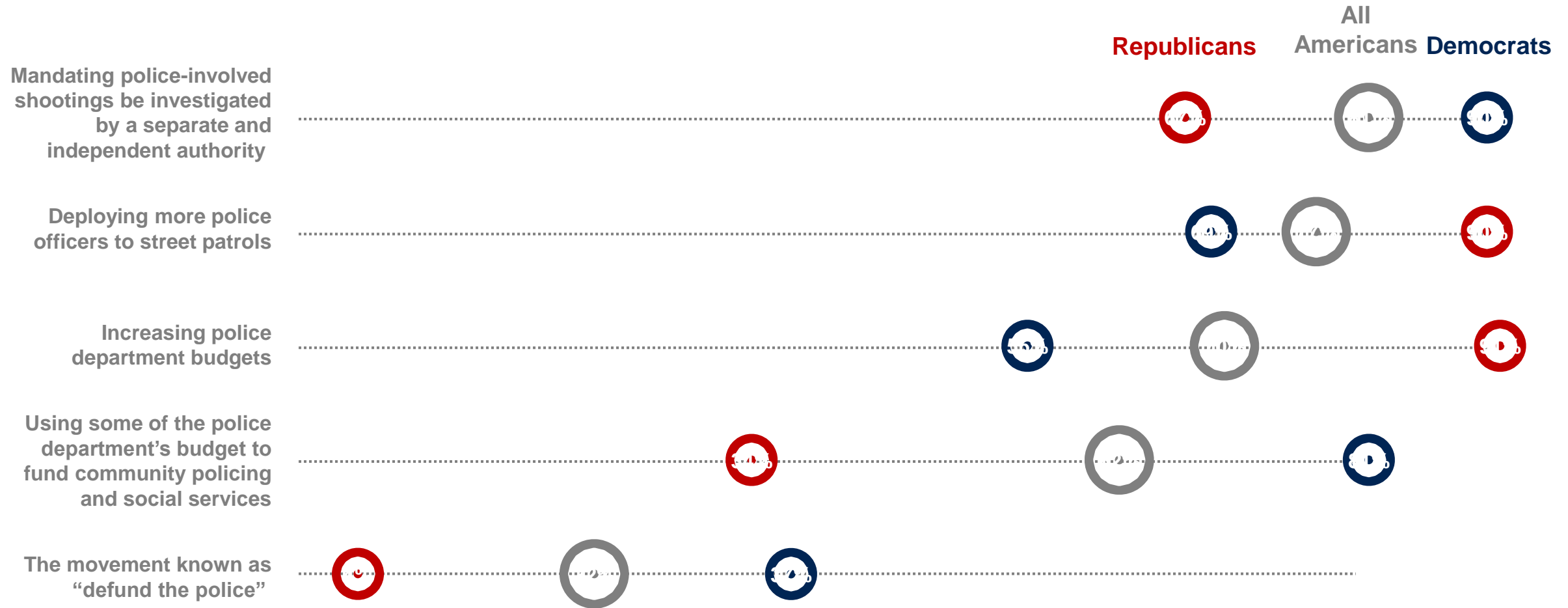
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Yet there is greater alignment on more specific policy actions

A majority support deploying more police and increasing police department budgets

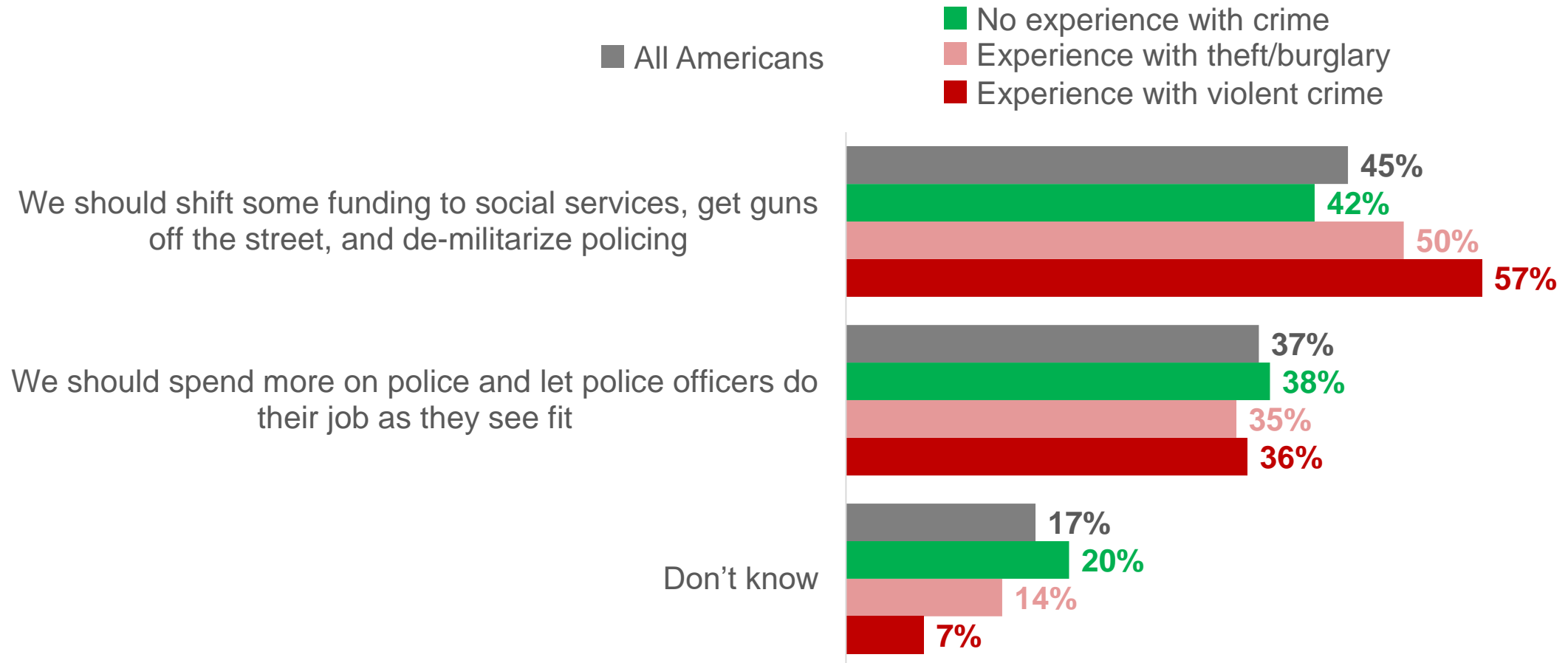
Percent support the following...



Source: USA Today/Ipsos survey of 1,201 Americans conducted June 29-July 6, 2021. Question: How much do you support or oppose the following?

Personal experience with violent crime in the past year linked to favoring police reform

Views on police reform and budgeting cut by personal/immediate family members' experience with violent crime or burglary in the past year



CRITICAL RACE THEORY

4

Familiarity with critical race theory closely linked to type of news source

How familiar are you, if at all with critical race theory?

Percent very/somewhat familiar...

All Americans 43%

Republicans 45%

Democrats 51%

Independents 33%

FOX News/Conservative online news 58%

Digital or online news/Social media 50%

CNN/MSNBC/Major newspapers* 48%

Local newspaper/Public television or radio 37%

ABC/CBS/NBC News 31%

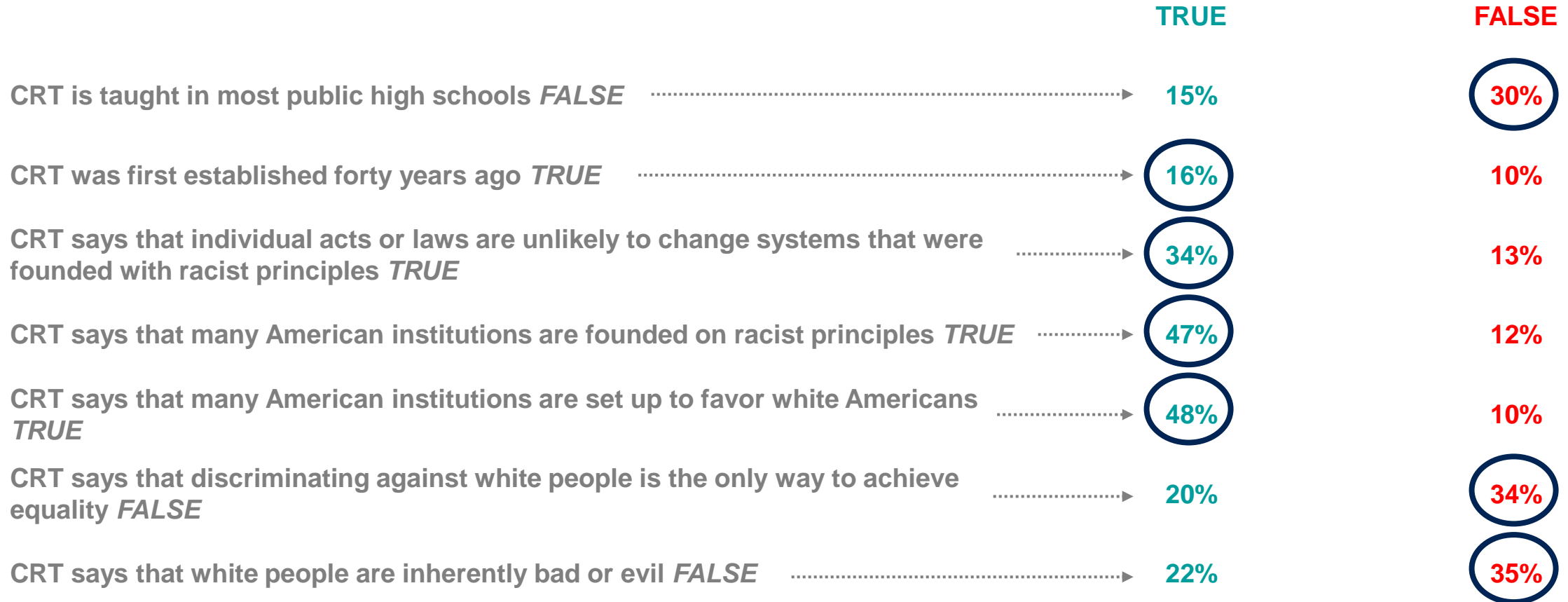
Other/None of these 40%

Source: Reuters/Ipsos survey of 1,004 Americans, conducted July 12-13, 2021. *Major newspapers include The New York Times, The Washington Post, Wall Street Journal and USA Today.

Few Americans have in-depth knowledge of critical race theory

Are the following statements about critical race theory (CRT) true or false?

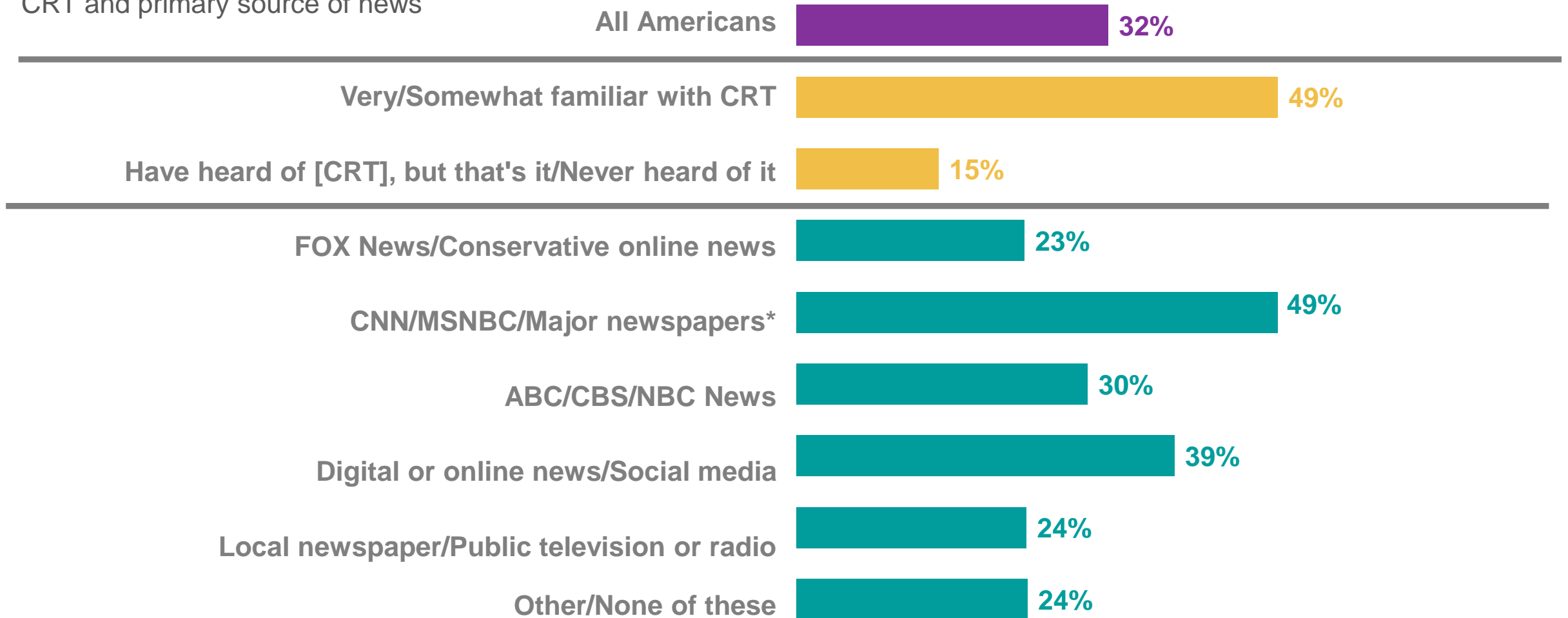
Circles designate the percent who answered correctly



Source: Reuters/Ipsos survey of 1,004 Americans, conducted July 12-13, 2021.

Knowledge of CRT and primary news source

Percent who answered at least 4 out of 7 true/false questions about critical race theory correctly, by level of familiarity with CRT and primary source of news



Source: Reuters/Ipsos survey of 1,004 Americans, conducted July 12-13, 2021. *Major newspapers include The New York Times, The Washington Post, Wall Street Journal and USA Today.

Opinion about CRT diverges by media consumption

Do you agree or disagree with that critical race theory is being used to erase American heritage?

Percent strongly/somewhat agree...

All Americans 36%

Republicans 57%

Democrats 22%

Independents 31%

FOX News/Conservative online news 73%

Digital or online news/Social media 37%

ABC/CBS/NBC News 32%

Local newspaper/Public television or radio 32%

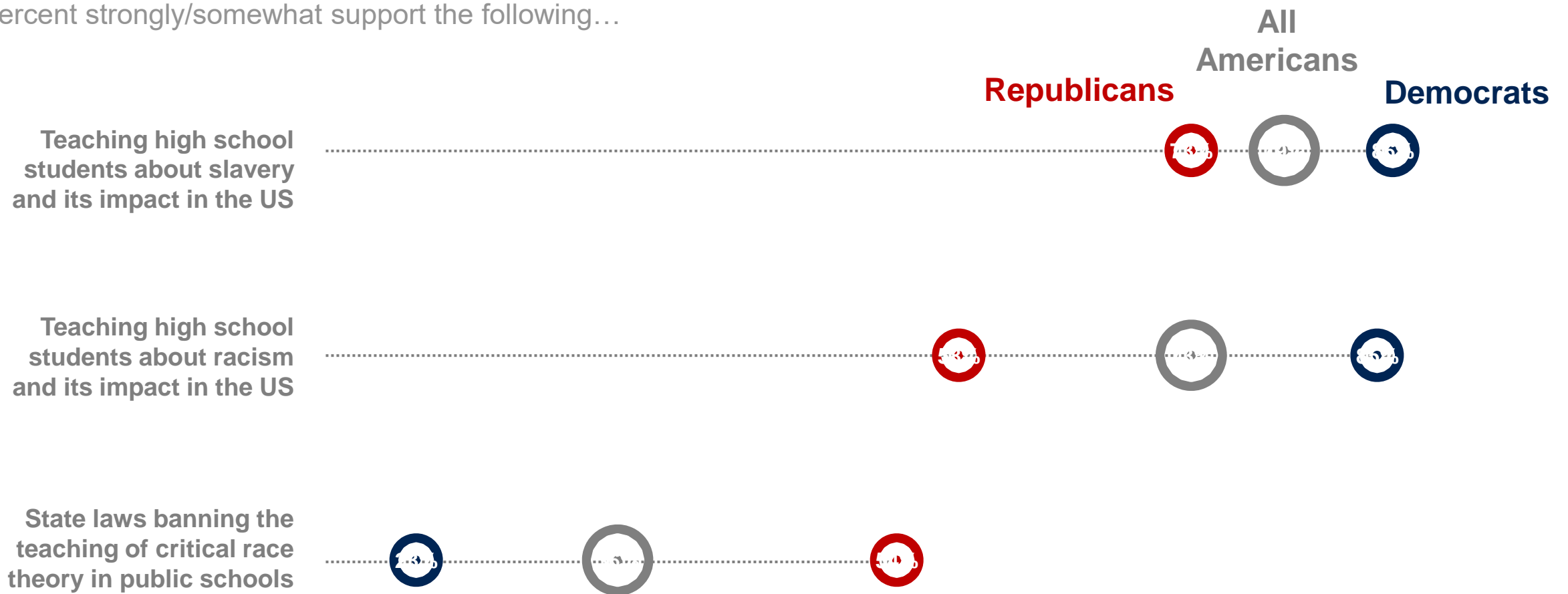
CNN/MSNBC/Major newspapers* 23%

Other/None of these 31%

Source: Reuters/Ipsos survey of 1,004 Americans, conducted July 12-13, 2021. *Major newspapers include The New York Times, The Washington Post, Wall Street Journal and USA Today.

Majority support teaching about racism and slavery, third banning CRT

Percent strongly/somewhat support the following...



Source: Reuters/Ipsos survey of 1,004 Americans, conducted July 12-13, 2021.

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AMERICAN POLITICS

5

Americans are less likely to see COVID as the top priority

What do you want President Joe Biden to prioritize? Choose the top 2 issues most important to you.

■ June 11-17, 2021

■ April 14-15, 2021

■ May 11-12, 2021

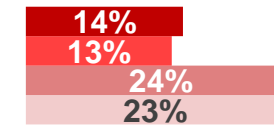
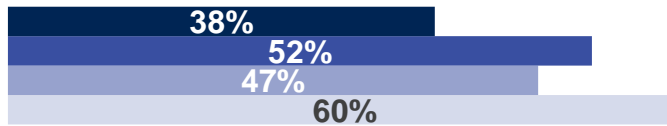
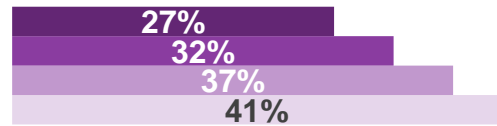
■ March 17-18, 2021

All Americans

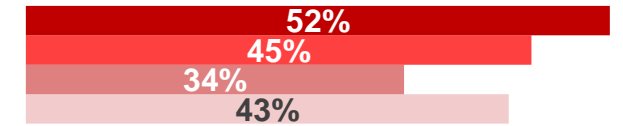
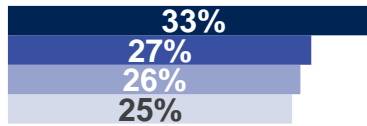
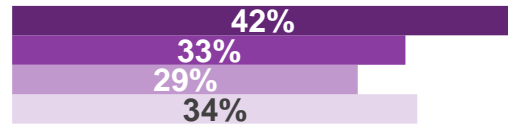
Democrats

Republicans

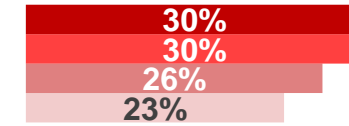
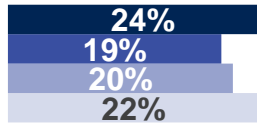
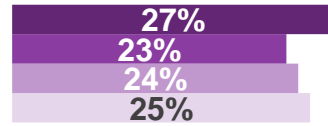
Coronavirus/COVID-19



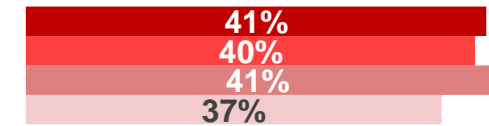
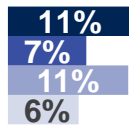
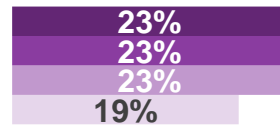
The U.S. economy



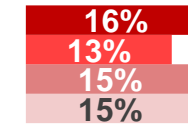
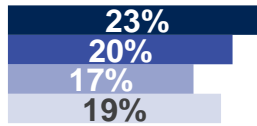
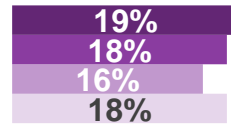
Employment and jobs



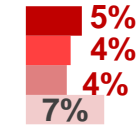
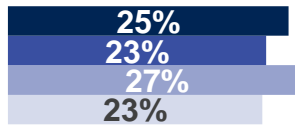
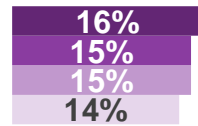
Immigration



Unifying the country



Racial inequality

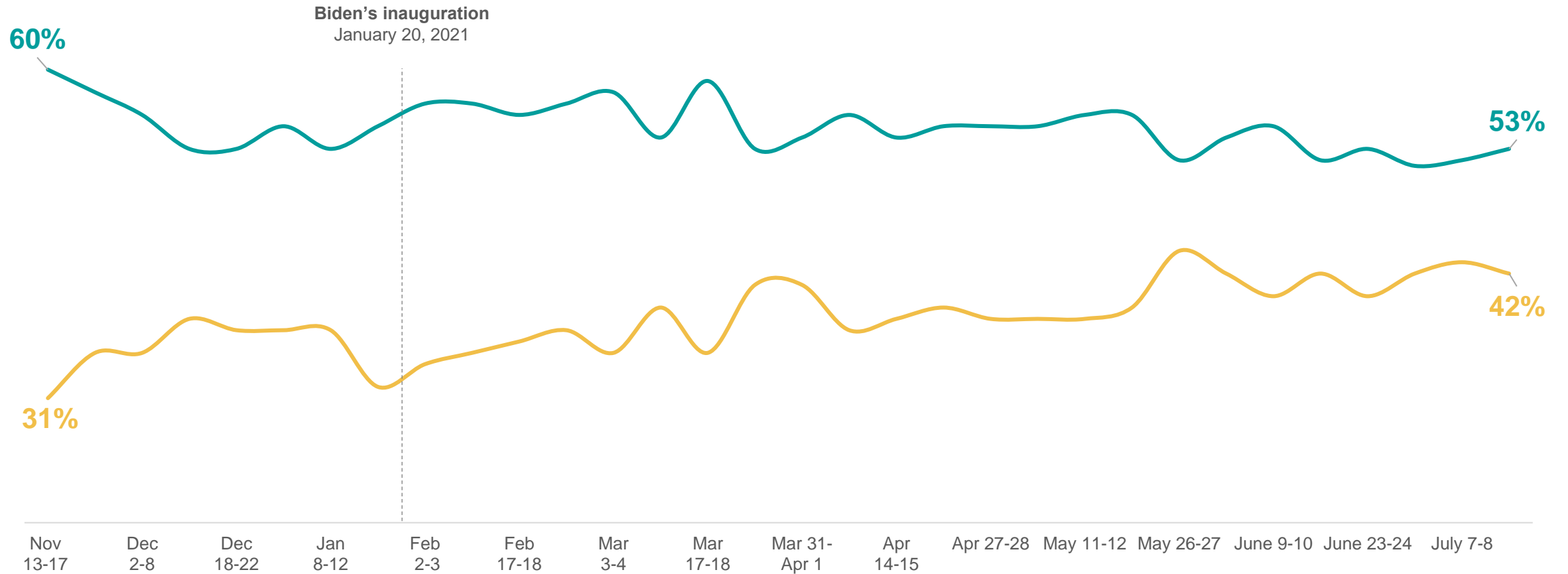


Biden's approval rating

Overall, do you approve or disapprove of the way Joe Biden is handling his job as President (previously president-elect)?

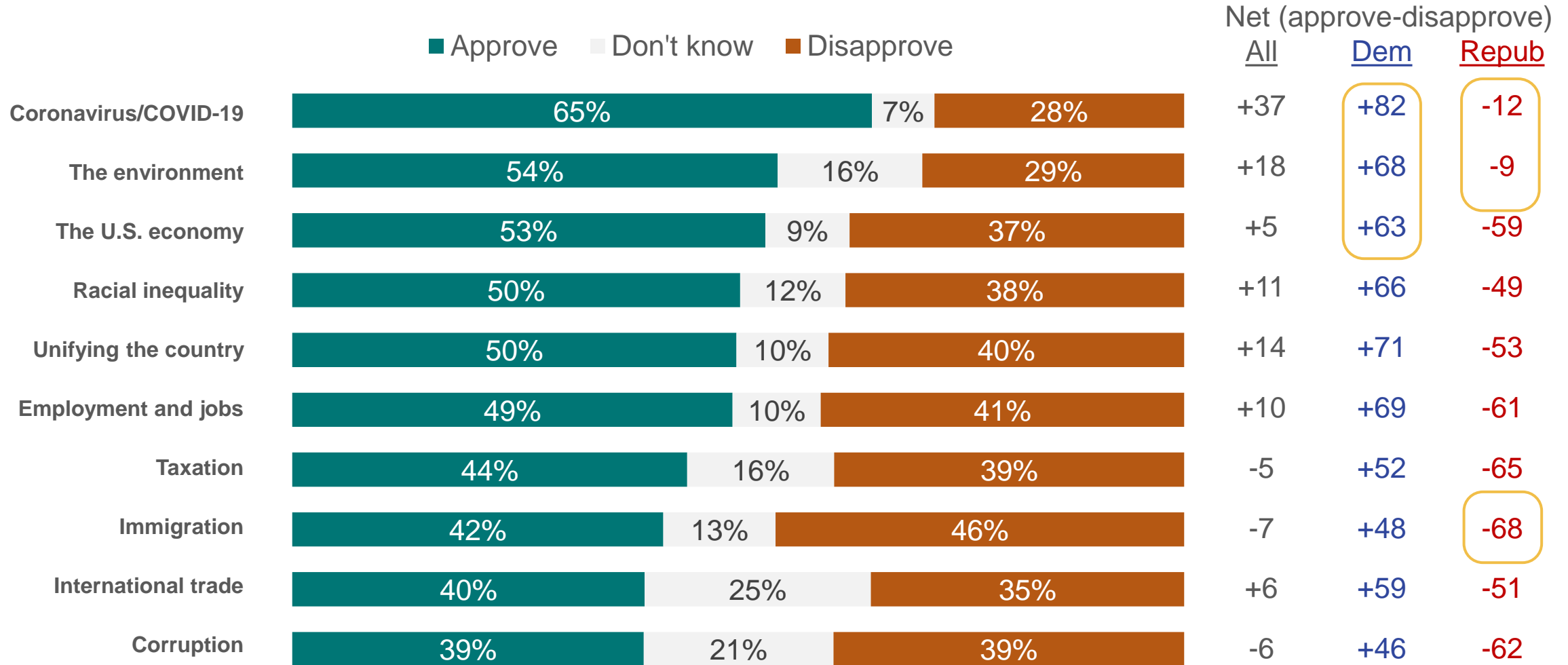


- Approve
- Disapprove

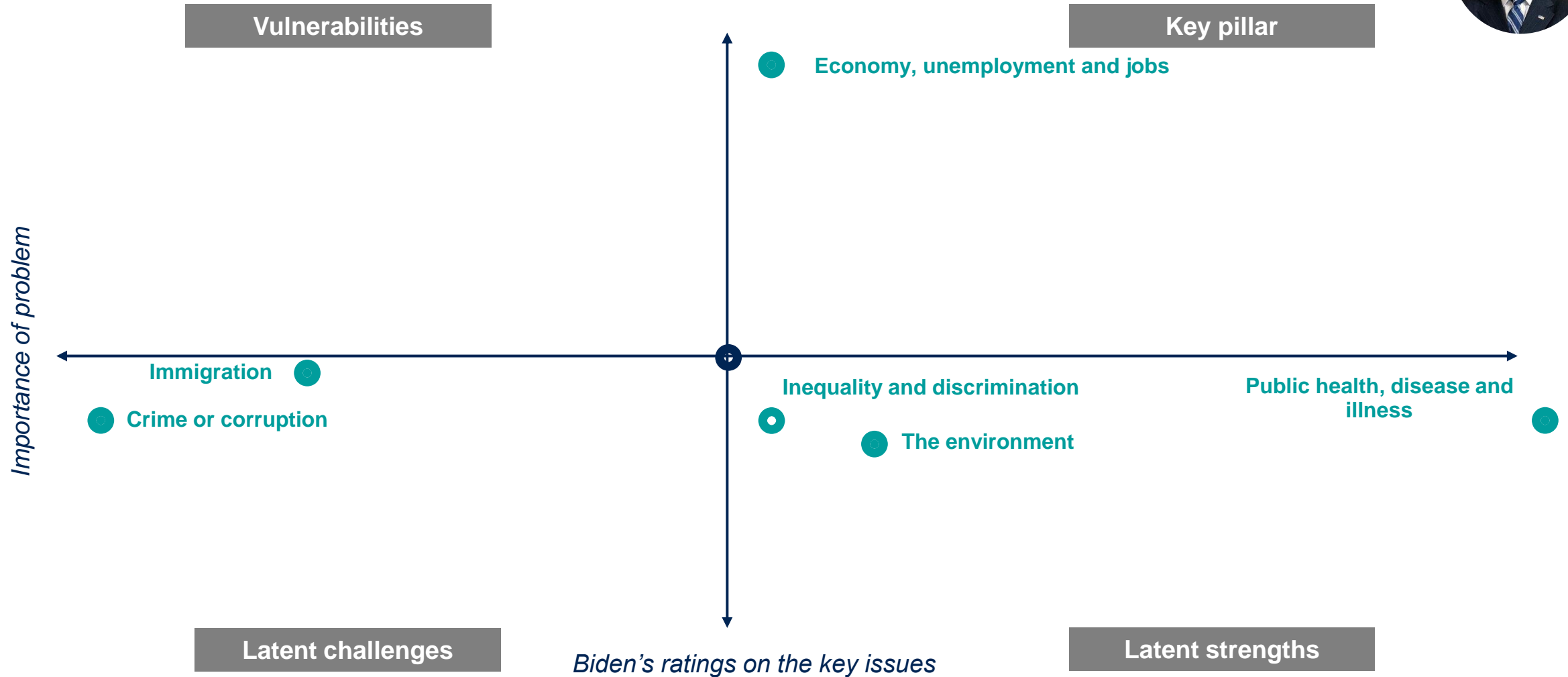


Views of Biden remain strongly partisan

Approve/disapprove of Joe Biden's handling of...

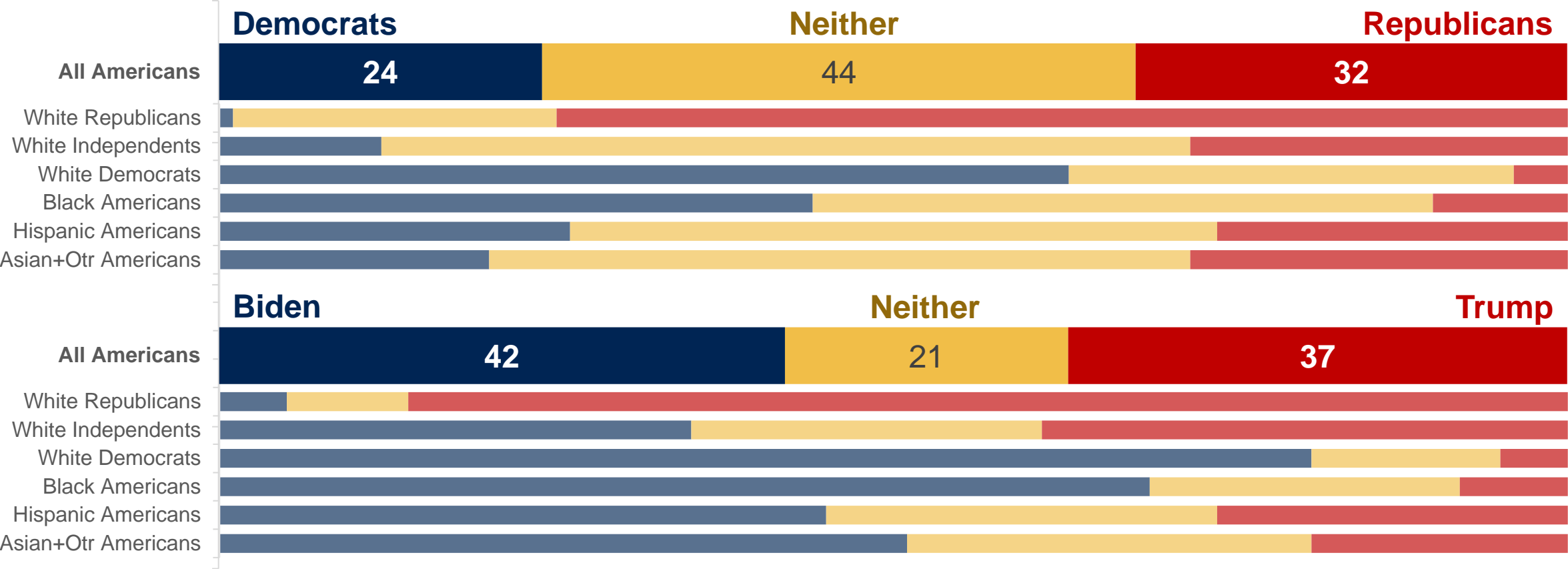


How Biden fares on the key issues



Republican advantage on crime dissipates when focus is on Trump vs Biden

USA Today-Ipsos Poll: Who is best at handling crime and public safety?



Ipsos Resources

Ipsos public polling: <https://www.ipsos.com/en-us/news-and-polls/news>

Axios-Ipsos Coronavirus Index

Reuters/Ipsos Public Opinion Partnership

IpsosGlobalIndicators.com

Cliff's Take – Weekly Ipsos Thought Leadership

Ipsos Point Begin Podcast – <https://www.ipsos.com/en-us/knowledge/society/the-point-being>

Ipsos Coronavirus Central: <https://www.ipsos.com/en-us/knowledge/society/covid19-research-in-uncertain-times>

THANK YOU!

Questions?

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Game Changers

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At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:
You act better when you are sure.