



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos What the Future: Earth Survey

Topline Findings

New York, April 15, 2022 — *These are the findings of an Ipsos poll conducted between Mar. 30-31, 2022, for Ipsos [Earth](#) issue of [What the Future](#). For this survey, a sample of 1,174 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.5 percentage points for all respondents.*

For full results, please refer to the following annotated questionnaire:

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GAME CHANGERS





PUBLIC POLL FINDINGS AND METHODOLOGY

Full Annotated Questionnaire

1. Think about all of the following types of products you buy. For each category, when you decide which brands or items to buy, which of the following reasons factor into your decision?

Paper products (e.g., toilet paper, paper towels, diapers, wipes)	Total (N=1,174)
If there is a sale or promotion	36%
If it is the cheapest or most affordable	26%
A recommendation from friends/family	15%
If it is a brand I have already used in the past	50%
If I trust the quality of this brand	48%
If it receives good product reviews	17%
If it is sustainable or a better product for the environment	21%
If the brand is aligned with my values	12%
None of the above	3%

Personal care/health and beauty products (e.g., shampoo, soaps, lotions, dental products)	Total
If there is a sale or promotion	35%
If it is the cheapest or most affordable	18%
A recommendation from friends/family	23%
If it is a brand I have already used in the past	55%
If I trust the quality of this brand	56%
If it receives good product reviews	26%
If it is sustainable or a better product for the environment	18%
If the brand is aligned with my values	16%
None of the above	3%

Household care (e.g., detergents, bleach, washing liquids)	Total
If there is a sale or promotion	37%
If it is the cheapest or most affordable	24%
A recommendation from friends/family	21%
If it is a brand I have already used in the past	53%
If I trust the quality of this brand	53%
If it receives good product reviews	24%
If it is sustainable or a better product for the environment	24%
If the brand is aligned with my values	15%
None of the above	3%

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1. Think about all of the following types of products you buy. For each category, when you decide which brands or items to buy, which of the following reasons factor into your decision? (Continued)

Packaged food and beverage products	Total
If there is a sale or promotion	40%
If it is the cheapest or most affordable	22%
A recommendation from friends/family	28%
If it is a brand I have already used in the past	54%
If I trust the quality of this brand	55%
If it receives good product reviews	23%
If it is sustainable or a better product for the environment	17%
If the brand is aligned with my values	14%
None of the above	3%

Alcohol beverages (beer, wine, spirits)	Total
If there is a sale or promotion	25%
If it is the cheapest or most affordable	12%
A recommendation from friends/family	24%
If it is a brand I have already used in the past	41%
If I trust the quality of this brand	37%
If it receives good product reviews	16%
If it is sustainable or a better product for the environment	10%
If the brand is aligned with my values	9%
None of the above	23%

Clothing, footwear, or accessories	Total
If there is a sale or promotion	47%
If it is the cheapest or most affordable	22%
A recommendation from friends/family	19%
If it is a brand I have already used in the past	48%
If I trust the quality of this brand	55%
If it receives good product reviews	25%
If it is sustainable or a better product for the environment	15%
If the brand is aligned with my values	17%
None of the above	4%

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1. Think about all of the following types of products you buy. For each category, when you decide which brands or items to buy, which of the following reasons factor into your decision? (Continued)

Home electronics (e.g., TVs, phones, computers, batteries, video games)	Total
If there is a sale or promotion	42%
If it is the cheapest or most affordable	19%
A recommendation from friends/family	29%
If it is a brand I have already used in the past	44%
If I trust the quality of this brand	55%
If it receives good product reviews	41%
If it is sustainable or a better product for the environment	14%
If the brand is aligned with my values	13%
None of the above	4%

2. Think about your favorite brand; it can be any type of brand or company you choose. Now, how familiar are you of the following environmental impact policies for your favorite brand?

Total Familiar Summary

	Total
Packaging	56%
Water use	46%
Use of natural resources (besides water)	40%
Greenhouse gas emissions	38%
Transparency of supply chain	35%

Greenhouse gas emissions	Total
Very familiar	11%
Somewhat familiar	27%
Not very familiar	34%
Have heard of it, know nothing about it	16%
Have not heard of it	12%
<i>Familiar (Net)</i>	<i>38%</i>
<i>Not Familiar (Net)</i>	<i>50%</i>

Water use	Total
Very familiar	18%
Somewhat familiar	28%
Not very familiar	32%
Have heard of it, know nothing about it	11%
Have not heard of it	11%
<i>Familiar (Net)</i>	<i>46%</i>
<i>Not Familiar (Net)</i>	<i>43%</i>

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2. Think about your favorite brand; it can be any type of brand or company you choose. Now, how familiar are you of the following environmental impact policies for your favorite brand? (*Continued*)

Packaging	Total
Very familiar	16%
Somewhat familiar	40%
Not very familiar	26%
Have heard of it, know nothing about it	10%
Have not heard of it	8%
<i>Familiar (Net)</i>	<i>56%</i>
<i>Not Familiar (Net)</i>	<i>37%</i>

Transparency of supply chain	Total
Very familiar	10%
Somewhat familiar	25%
Not very familiar	38%
Have heard of it, know nothing about it	14%
Have not heard of it	13%
<i>Familiar (Net)</i>	<i>35%</i>
<i>Not Familiar (Net)</i>	<i>51%</i>

Use of natural resources (besides water)	Total
Very familiar	14%
Somewhat familiar	25%
Not very familiar	34%
Have heard of it, know nothing about it	14%
Have not heard of it	12%
<i>Familiar (Net)</i>	<i>40%</i>
<i>Not Familiar (Net)</i>	<i>49%</i>



PUBLIC POLL FINDINGS AND METHODOLOGY

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

Total Agree Summary

	Total
Purchasing sustainable brands or products makes a difference for our environment	67%
I feel better when I buy sustainable brands or products	61%
I have purchased brands/products specifically because of their sustainability practices	44%
I have avoided brands because I disagreed with their sustainability practices	40%
I have researched brands to ensure they do what they say they will when it comes to sustainability	39%

I have purchased brands/products specifically because of their sustainability practices	Total
Strongly agree	18%
Somewhat agree	26%
Neither agree or disagree	28%
Somewhat disagree	15%
Strongly disagree	12%
Don't know	2%
<i>Agree (Net)</i>	<i>44%</i>
<i>Disagree (Net)</i>	<i>27%</i>

I have avoided brands because I disagreed with their sustainability practices	Total
Strongly agree	14%
Somewhat agree	26%
Neither agree or disagree	26%
Somewhat disagree	18%
Strongly disagree	14%
Don't know	3%
<i>Agree (Net)</i>	<i>40%</i>
<i>Disagree (Net)</i>	<i>32%</i>

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PUBLIC POLL FINDINGS AND METHODOLOGY

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

I have researched brands to ensure they do what they say they will when it comes to sustainability	Total
Strongly agree	14%
Somewhat agree	25%
Neither agree or disagree	25%
Somewhat disagree	19%
Strongly disagree	15%
Don't know	2%
<i>Agree (Net)</i>	<i>39%</i>
<i>Disagree (Net)</i>	<i>34%</i>

I feel better when I buy sustainable brands or products	Total
Strongly agree	25%
Somewhat agree	36%
Neither agree or disagree	25%
Somewhat disagree	7%
Strongly disagree	5%
Don't know	2%
<i>Agree (Net)</i>	<i>61%</i>
<i>Disagree (Net)</i>	<i>12%</i>

Purchasing sustainable brands or products makes a difference for our environment	Total
Strongly agree	30%
Somewhat agree	37%
Neither agree or disagree	22%
Somewhat disagree	5%
Strongly disagree	5%
Don't know	2%
<i>Agree (Net)</i>	<i>67%</i>
<i>Disagree (Net)</i>	<i>10%</i>

4. As far as you know, do you think the world's climate is changing or not?

	Total
Yes, I think that the world's climate is changing	82%
No, I do not think that the world's climate is changing	10%
Don't know	8%

PUBLIC POLL FINDINGS AND METHODOLOGY

5. Do you think climate change can be stopped?

Base: Selected "Yes" in Q4

	Total (N = 954)
Yes, climate change can be stopped in my lifetime	15%
Yes, climate change can be stopped in the next generation's lifetime	23%
Climate change can't be stopped, but we can lessen the effects	48%
There is nothing we can do to stop or reverse climate change	7%
Don't know	7%
<i>Yes (Net)</i>	<i>38%</i>
<i>No (Net)</i>	<i>55%</i>

6. How often, if at all, do you consider the natural resources used (water, minerals, chemicals) in creating a product before you purchase it?

	Total
Often	15%
Sometimes	43%
Rarely	28%
Never	14%
<i>Often/Sometimes (Net)</i>	<i>57%</i>
<i>Rarely/Never (Net)</i>	<i>43%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

7. How much responsibility, if any, do you feel each of the following industries should have in protecting the Earth and creating a more sustainable future?

Total A great deal/A fair amount Summary

	Total
Energy	85%
Automotive	84%
Food and beverage	82%
Consumer products (e.g. packaged goods, toiletries, household products)	82%
Technology	81%
Healthcare	70%
Retail/Sales	70%
Fashion	64%
Banking and Finance	63%
Entertainment	61%

Technology	Total
A great deal	43%
A fair amount	38%
Not very much	12%
None at all	3%
Don't know	4%
<i>A great deal/A fair amount (Net)</i>	<i>81%</i>
<i>Not very much/None at all (Net)</i>	<i>15%</i>

Automotive	Total
A great deal	52%
A fair amount	32%
Not very much	9%
None at all	3%
Don't know	4%
<i>A great deal/A fair amount (Net)</i>	<i>84%</i>
<i>Not very much/None at all (Net)</i>	<i>13%</i>

Energy	Total
A great deal	56%
A fair amount	29%
Not very much	8%
None at all	3%
Don't know	3%
<i>A great deal/A fair amount (Net)</i>	<i>85%</i>
<i>Not very much/None at all (Net)</i>	<i>11%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

7. How much responsibility, if any, do you feel each of the following industries should have in protecting the Earth and creating a more sustainable future? *(Continued)*

Banking and Finance	Total
A great deal	24%
A fair amount	39%
Not very much	24%
None at all	7%
Don't know	6%
<i>A great deal/A fair amount (Net)</i>	<i>63%</i>
<i>Not very much/None at all (Net)</i>	<i>31%</i>

Healthcare	Total
A great deal	29%
A fair amount	41%
Not very much	19%
None at all	5%
Don't know	6%
<i>A great deal/A fair amount (Net)</i>	<i>70%</i>
<i>Not very much/None at all (Net)</i>	<i>24%</i>

Fashion	Total
A great deal	26%
A fair amount	38%
Not very much	23%
None at all	8%
Don't know	5%
<i>A great deal/A fair amount (Net)</i>	<i>64%</i>
<i>Not very much/None at all (Net)</i>	<i>31%</i>

Retail/Sales	Total
A great deal	25%
A fair amount	44%
Not very much	21%
None at all	4%
Don't know	5%
<i>A great deal/A fair amount (Net)</i>	<i>70%</i>
<i>Not very much/None at all (Net)</i>	<i>25%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

7. How much responsibility, if any, do you feel each of the following industries should have in protecting the Earth and creating a more sustainable future? *(Continued)*

Food and beverage	Total
A great deal	37%
A fair amount	45%
Not very much	11%
None at all	3%
Don't know	4%
<i>A great deal/A fair amount (Net)</i>	<i>82%</i>
<i>Not very much/None at all (Net)</i>	<i>14%</i>

Entertainment	Total
A great deal	22%
A fair amount	39%
Not very much	24%
None at all	9%
Don't know	6%
<i>A great deal/A fair amount (Net)</i>	<i>61%</i>
<i>Not very much/None at all (Net)</i>	<i>33%</i>

Consumer products (e.g. packaged goods, toiletries, household products)	Total
A great deal	42%
A fair amount	40%
Not very much	11%
None at all	3%
Don't know	3%
<i>A great deal/A fair amount (Net)</i>	<i>82%</i>
<i>Not very much/None at all (Net)</i>	<i>14%</i>

8. How much do you trust or distrust the following groups to protect the Earth and create a more sustainable future?

Total Trust Summary

	Total
People like me	66%
Small businesses	52%
People in my community	52%
State government	37%
Federal government	35%
Large companies or corporations	28%



PUBLIC POLL FINDINGS AND METHODOLOGY

8. How much do you trust or distrust the following groups to protect the Earth and create a more sustainable future? (Continued)

Federal government	Total
Trust a lot	11%
Trust a little	25%
Neither trust nor distrust	22%
Distrust a little	18%
Distrust a lot	22%
Don't know	3%
<i>Trust (Net)</i>	<i>35%</i>
<i>Distrust (Net)</i>	<i>40%</i>

State government	Total
Trust a lot	9%
Trust a little	28%
Neither trust nor distrust	24%
Distrust a little	19%
Distrust a lot	17%
Don't know	3%
<i>Trust (Net)</i>	<i>37%</i>
<i>Distrust (Net)</i>	<i>36%</i>

Small businesses	Total
Trust a lot	14%
Trust a little	38%
Neither trust nor distrust	33%
Distrust a little	8%
Distrust a lot	3%
Don't know	4%
<i>Trust (Net)</i>	<i>52%</i>
<i>Distrust (Net)</i>	<i>11%</i>

Large companies or corporations	Total
Trust a lot	9%
Trust a little	20%
Neither trust nor distrust	24%
Distrust a little	21%
Distrust a lot	24%
Don't know	3%
<i>Trust (Net)</i>	<i>28%</i>
<i>Distrust (Net)</i>	<i>45%</i>

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8. How much do you trust or distrust the following groups to protect the Earth and create a more sustainable future? (*Continued*)

People in my community	Total
Trust a lot	13%
Trust a little	39%
Neither trust nor distrust	32%
Distrust a little	9%
Distrust a lot	4%
Don't know	3%
<i>Trust (Net)</i>	<i>52%</i>
<i>Distrust (Net)</i>	<i>13%</i>

People like me	Total
Trust a lot	28%
Trust a little	37%
Neither trust nor distrust	25%
Distrust a little	4%
Distrust a lot	2%
Don't know	3%
<i>Trust (Net)</i>	<i>66%</i>
<i>Distrust (Net)</i>	<i>6%</i>

9. How important, if at all, is it that the products you buy are...

Total Important Summary

	Total
Produced in safe and ethical working conditions	85%
Use the minimum possible amount of packaging	80%
Packaged in recyclable materials	80%
Produced in a way that has a low impact on the environment	80%
Made in the U.S.	78%



PUBLIC POLL FINDINGS AND METHODOLOGY

9. How important, if at all, is it that the products you buy are... (Continued)

Made in the U.S.	Total
Very important	44%
Somewhat important	34%
Not very important	15%
Not at all important	5%
Don't know	2%
<i>Important (Net)</i>	<i>78%</i>
<i>Not Important (Net)</i>	<i>20%</i>

Use the minimum possible amount of packaging	Total
Very important	37%
Somewhat important	43%
Not very important	12%
Not at all important	5%
Don't know	3%
<i>Important (Net)</i>	<i>80%</i>
<i>Not Important (Net)</i>	<i>17%</i>

Packaged in recyclable materials	Total
Very important	37%
Somewhat important	43%
Not very important	12%
Not at all important	5%
Don't know	2%
<i>Important (Net)</i>	<i>80%</i>
<i>Not Important (Net)</i>	<i>18%</i>

Produced in a way that has a low impact on the environment	Total
Very important	38%
Somewhat important	42%
Not very important	13%
Not at all important	5%
Don't know	2%
<i>Important (Net)</i>	<i>80%</i>
<i>Not Important (Net)</i>	<i>18%</i>

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9. How important, if at all, is it that the products you buy are... (Continued)

Produced in safe and ethical working conditions	Total
Very important	46%
Somewhat important	38%
Not very important	9%
Not at all important	4%
Don't know	3%
<i>Important (Net)</i>	<i>85%</i>
<i>Not Important (Net)</i>	<i>13%</i>

10. How much do you agree or disagree with the following? **“In the past month, I have made a conscious decision to try to buy products that...”**

Total Agree Summary

	Total
Are made in the U.S.	57%
Are packaged in recyclable materials	57%
Use the minimum possible amount of packaging	54%
Are produced in a way that has a low impact on the environment	50%
Are produced in safe and ethical working conditions	50%

Are made in the U.S.	Total
Strongly agree	29%
Somewhat agree	29%
Neither agree nor disagree	24%
Somewhat disagree	10%
Strongly disagree	7%
Don't know	2%
<i>Agree (Net)</i>	<i>57%</i>
<i>Disagree (Net)</i>	<i>17%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

10. How much do you agree or disagree with the following? “In the past month, I have made a conscious decision to try to buy products that...” (Continued)

Use the minimum possible amount of packaging	Total
Strongly agree	20%
Somewhat agree	34%
Neither agree nor disagree	27%
Somewhat disagree	10%
Strongly disagree	7%
Don't know	2%
<i>Agree (Net)</i>	<i>54%</i>
<i>Disagree (Net)</i>	<i>17%</i>

Are packaged in recyclable materials	Total
Strongly agree	21%
Somewhat agree	36%
Neither agree nor disagree	25%
Somewhat disagree	10%
Strongly disagree	7%
Don't know	2%
<i>Agree (Net)</i>	<i>57%</i>
<i>Disagree (Net)</i>	<i>17%</i>

Are produced in a way that has a low impact on the environment	Total
Strongly agree	20%
Somewhat agree	31%
Neither agree nor disagree	29%
Somewhat disagree	11%
Strongly disagree	7%
Don't know	3%
<i>Agree (Net)</i>	<i>50%</i>
<i>Disagree (Net)</i>	<i>18%</i>

Are produced in safe and ethical working conditions	Total
Strongly agree	21%
Somewhat agree	29%
Neither agree nor disagree	30%
Somewhat disagree	11%
Strongly disagree	5%
Don't know	3%
<i>Agree (Net)</i>	<i>50%</i>
<i>Disagree (Net)</i>	<i>17%</i>



PUBLIC POLL FINDINGS AND METHODOLOGY

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

Total Agree Summary

	Total
Private companies must play a role in solving climate change	74%
The federal government must play a role in solving climate change	72%
My state's government must play a role in solving climate change	72%
When companies use scarce natural resources, like water or trees, to make their products, they should include information about that on their product labels	65%
Companies using scarce natural resources, like water or trees, to make their products should be taxed for using these resources, even if it means the consumer has to pay a higher cost for these products	56%

Companies using scarce natural resources, like water or trees, to make their products should be taxed for using these resources, even if it means the consumer has to pay a higher cost for these products	Total
Strongly agree	24%
Somewhat agree	31%
Neither agree nor disagree	28%
Somewhat disagree	10%
Strongly disagree	7%
<i>Agree (Net)</i>	<i>56%</i>
<i>Disagree (Net)</i>	<i>17%</i>

When companies use scarce natural resources, like water or trees, to make their products, they should include information about that on their product labels	Total
Strongly agree	31%
Somewhat agree	35%
Neither agree nor disagree	26%
Somewhat disagree	6%
Strongly disagree	4%
<i>Agree (Net)</i>	<i>65%</i>
<i>Disagree (Net)</i>	<i>9%</i>

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

Private companies must play a role in solving climate change	Total
Strongly agree	39%
Somewhat agree	34%
Neither agree nor disagree	19%
Somewhat disagree	4%
Strongly disagree	4%
<i>Agree (Net)</i>	<i>74%</i>
<i>Disagree (Net)</i>	<i>7%</i>

The federal government must play a role in solving climate change	Total
Strongly agree	46%
Somewhat agree	26%
Neither agree nor disagree	18%
Somewhat disagree	5%
Strongly disagree	5%
<i>Agree (Net)</i>	<i>72%</i>
<i>Disagree (Net)</i>	<i>10%</i>

My state's government must play a role in solving climate change	Total
Strongly agree	42%
Somewhat agree	31%
Neither agree nor disagree	18%
Somewhat disagree	5%
Strongly disagree	5%
<i>Agree (Net)</i>	<i>72%</i>
<i>Disagree (Net)</i>	<i>10%</i>





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12. For each of the pairs of statements below, please select the statement that comes closest to your view, even if neither is exactly right

	Total
Climate change is mostly man-made	62%
Climate change is mostly natural variations in temperature	38%

	Total
We need more government regulation to slow the effects of climate change	60%
New or additional government regulation will not slow the effects of climate change	40%

	Total
I prioritize price when buying something	68%
I prioritize environmental sustainability when buying something	32%

	Total
I am concerned we are not doing enough to protect our natural resources (like clean water, clean air, trees, etc.) in the U.S.	74%
I am confident we are doing enough to protect our natural resources (like clean water, clean air, trees, etc.) in the U.S.	26%

13. For each of the pairs of statements below, please select the statement that comes closest to your view, even if neither is exactly right.

	Total
Large companies have the biggest role to play in solving climate change	54%
Governments have the biggest role to play in solving climate change	46%

	Total
Individuals have the biggest role to play in solving climate change	45%
Governments have the biggest role to play in solving climate change	55%





PUBLIC POLL FINDINGS AND METHODOLOGY

13. For each of the pairs of statements below, please select the statement that comes closest to your view, even if neither is exactly right. *(Continued)*

	Total
Individuals have the biggest role to play in solving climate change	34%
Large companies have the biggest role to play in solving climate change	66%

14. To what extent do you agree or disagree with the following statements:

Total Agree Summary

	Total
If businesses in the U.S. do not act now to combat climate change, they will be failing their employees and customers	68%
If people like me do not act now to combat climate change, we will be failing future generations	68%
If the U.S. government does not act now to combat climate change, it will be failing the American people	65%
The U.S. government has a clear plan in place for how government, businesses, and people can work together to tackle climate change	35%

If the U.S. government does not act now to combat climate change, it will be failing the American people	Total
Strongly agree	39%
Tend to agree	25%
Neither agree nor disagree	18%
Tend to disagree	8%
Strongly disagree	6%
Don't know	2%
<i>Agree (Net)</i>	<i>65%</i>
<i>Disagree (Net)</i>	<i>15%</i>

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GAME CHANGERS





PUBLIC POLL FINDINGS AND METHODOLOGY

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

If businesses in the U.S. do not act now to combat climate change, they will be failing their employees and customers	Total
Strongly agree	36%
Tend to agree	31%
Neither agree nor disagree	17%
Tend to disagree	8%
Strongly disagree	5%
Don't know	2%
<i>Agree (Net)</i>	<i>68%</i>
<i>Disagree (Net)</i>	<i>13%</i>

If people like me do not act now to combat climate change, we will be failing future generations	Total
Strongly agree	34%
Tend to agree	34%
Neither agree nor disagree	18%
Tend to disagree	8%
Strongly disagree	5%
Don't know	2%
<i>Agree (Net)</i>	<i>68%</i>
<i>Disagree (Net)</i>	<i>13%</i>

The U.S. government has a clear plan in place for how government, businesses, and people can work together to tackle climate change	Total
Strongly agree	13%
Tend to agree	22%
Neither agree nor disagree	23%
Tend to disagree	22%
Strongly disagree	17%
Don't know	4%
<i>Agree (Net)</i>	<i>35%</i>
<i>Disagree (Net)</i>	<i>39%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are some of the findings of an Ipsos poll conducted between March 30-31, 2022. For this survey, a sample of 1,174 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample 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 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc 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 3.5 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=1,174, DEFF=1.5, adjusted Confidence Interval=+/- 5.0 percentage points).

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PUBLIC POLL FINDINGS AND METHODOLOGY

About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 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. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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