



# Americans Believe Opioid Producers Should Be Held Accountable, Pay for Treatment

## Ipsos poll on behalf of NPR

Washington, DC, April 25, 2019 – As opioid-related news continues to surface, with increasing attention toward the pharmaceutical industry as a player in the crisis, Ipsos, on behalf of NPR, takes a closer look at knowledge and understanding of the issue. The study finds that most Americans are aware of the issue of opioid misuse (68%), and one in three have been personally affected in some way, either by knowing someone who has overdosed or knowing someone with an addiction (35%). Specifically, 30% know someone with an addiction and 23% know someone who has overdosed. Though aware of the issue more broadly, less than half of all Americans (42%) are confident that they would be able to recognize if someone were experiencing an opioid overdose.

As the debate on whether large pharmaceutical companies should be held liable for making the opioid epidemic worse continues, Americans are overwhelmingly supportive of the idea of having those producing opioids play a role in supporting prevention and treatment of overdoses, and a majority (56%) say these companies should be held responsible for making opioid abuse worse. Three-fourths support having pharmaceutical companies producing opioids fund treatment for opioid addiction or abuse (73%) or fund plans to distribute naloxone kits (72%). People are also supportive of greater transparency, with seven in ten saying pharmaceutical companies should be forced to publicly disclose information that might have come out at trial, even if they pay to settle lawsuits over opioid abuse.

Overall, there is widespread support for government to do more to restrict opioid distribution (71%). Many believe that increasing distribution and availability of naloxone, a medication which rapidly reverses the effects of an opioid overdose, will help combat opioid overdose deaths (66%). Although a majority are unaware that a prescription is not needed to obtain the medication (56%), most report they are comfortable using a naloxone spray on the individual overdosing (57%), or using a device like an EpiPen to inject the individual overdosing with naloxone (57%). The vast majority of Americans believe that paramedics/emergency medical technicians (89%), police officers (82%), and school nurses (82%) should always carry naloxone. Support among residents in the Washington, D.C., metro (DMV) area is greater for all these types of people. In terms of where naloxone should be available or distributed, Americans support having it available in colleges (67%), community needle exchange programs (67%), and K-12 schools (56%). Support for having the medication available in community needle exchange programs (77%) and colleges (76%), in particular, is significantly higher among DMV residents. However, most Americans say that wider distribution should be accompanied by publicly available safety and training resources (80%) and only be available to emergency medical personnel, law enforcement, and other trained professionals (62%).

The survey also looks at general understanding of Good Samaritan laws, which protect bystanders from liability if unintended consequences arise from assisting a person who is injured or in danger, such as in the case of a drug overdose. In the DMV area, awareness and understanding of protections is generally low. Most do not know that a person under 21

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seeking emergency medical services for someone during an overdose will not be charged if they are found with alcohol (28% answer the true/false question incorrectly, and 46% are unsure) or that a person seeking medical services for a minor experiencing an overdose will not be charged if they are found providing alcohol or drugs to the minor (42% answer incorrectly, and 41% are unsure).

Though attitudes toward Good Samaritan laws are generally positive, with most people agreeing that they ensure bystanders are willing to call for help (77%) or administer naloxone (65%) in the event of an overdose, there are qualms about their impact on criminal behavior. A third of Americans believe that Good Samaritan laws could encourage criminal behavior by taking away legal consequences (32%), and a fifth say they are morally wrong because they give a free pass to criminal behavior (22%).

### 1) How familiar are you with the following?

#### Total Familiar

	Total (N = 1,015)	Washington D.C. Metro Area (N = 505)
The issue of opioid misuse in general	68%	76%
Opioids	61%	70%
Fentanyl	46%	55%
Good Samaritan laws	45%	59%
Naloxone (also known by the brand names Narcan and Evzio)	33%	33%
Buprenorphine	20%	19%
Purdue Pharma	20%	32%
Endo Pharmaceuticals	16%	19%
Insys Therapeutics	14%	13%
Indivior PLC	13%	12%

#### a) Opioids

	Total	DMV Metro
Very familiar	23%	29%
Somewhat familiar	37%	41%
Not very familiar	20%	17%
Not at all familiar	11%	10%
Don't know	8%	3%
<i>Familiar (Net)</i>	<i>61%</i>	<i>70%</i>
<i>Not familiar (Net)</i>	<i>31%</i>	<i>27%</i>

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### b) Fentanyl

	<b>Total</b>	<b>DMV Metro</b>
Very familiar	15%	19%
Somewhat familiar	30%	36%
Not very familiar	22%	21%
Not at all familiar	22%	19%
Don't know	11%	5%
<i>Familiar (Net)</i>	<i>46%</i>	<i>55%</i>
<i>Not familiar (Net)</i>	<i>44%</i>	<i>40%</i>

### c) Naloxone (also known by the brand names Narcan and Evzio)

	<b>Total</b>	<b>DMV Metro</b>
Very familiar	12%	13%
Somewhat familiar	21%	21%
Not very familiar	17%	20%
Not at all familiar	35%	37%
Don't know	15%	10%
<i>Familiar (Net)</i>	<i>33%</i>	<i>33%</i>
<i>Not familiar (Net)</i>	<i>52%</i>	<i>57%</i>

### d) Buprenorphine

	<b>Total</b>	<b>DMV Metro</b>
Very familiar	9%	7%
Somewhat familiar	11%	12%
Not very familiar	9%	18%
Not at all familiar	53%	53%
Don't know	18%	11%
<i>Familiar (Net)</i>	<i>20%</i>	<i>19%</i>
<i>Not familiar (Net)</i>	<i>62%</i>	<i>71%</i>

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### e) Good Samaritan laws

	<b>Total</b>	<b>DMV Metro</b>
Very familiar	15%	20%
Somewhat familiar	30%	39%
Not very familiar	23%	22%
Not at all familiar	21%	14%
Don't know	11%	4%
<i>Familiar (Net)</i>	<i>45%</i>	<i>59%</i>
<i>Not familiar (Net)</i>	<i>44%</i>	<i>36%</i>

### f) Purdue Pharma

	<b>Total</b>	<b>DMV Metro</b>
Very familiar	7%	12%
Somewhat familiar	13%	20%
Not very familiar	15%	20%
Not at all familiar	47%	39%
Don't know	18%	9%
<i>Familiar (Net)</i>	<i>20%</i>	<i>32%</i>
<i>Not familiar (Net)</i>	<i>62%</i>	<i>59%</i>

### g) Insys Therapeutics

	<b>Total</b>	<b>DMV Metro</b>
Very familiar	6%	5%
Somewhat familiar	7%	9%
Not very familiar	9%	18%
Not at all familiar	57%	57%
Don't know	21%	12%
<i>Familiar (Net)</i>	<i>14%</i>	<i>13%</i>
<i>Not familiar (Net)</i>	<i>65%</i>	<i>75%</i>

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### h) Endo Pharmaceuticals

	<b>Total</b>	<b>DMV Metro</b>
Very familiar	7%	6%
Somewhat familiar	10%	13%
Not very familiar	11%	22%
Not at all familiar	54%	47%
Don't know	19%	12%
<i>Familiar (Net)</i>	<i>16%</i>	<i>19%</i>
<i>Not familiar (Net)</i>	<i>65%</i>	<i>69%</i>

### i) Indivior PLC

	<b>Total</b>	<b>DMV Metro</b>
Very familiar	6%	4%
Somewhat familiar	6%	8%
Not very familiar	9%	16%
Not at all familiar	57%	58%
Don't know	21%	13%
<i>Familiar (Net)</i>	<i>13%</i>	<i>12%</i>
<i>Not familiar (Net)</i>	<i>66%</i>	<i>75%</i>

### j) The issue of opioid misuse in general

	<b>Total</b>	<b>DMV Metro</b>
Very familiar	28%	32%
Somewhat familiar	40%	44%
Not very familiar	14%	12%
Not at all familiar	9%	8%
Don't know	9%	4%
<i>Familiar (Net)</i>	<i>68%</i>	<i>76%</i>
<i>Not familiar (Net)</i>	<i>23%</i>	<i>20%</i>

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2) How confident are you that you would be able to recognize if someone were experiencing an opioid overdose?

	Total	DMV Metro
Very confident	17%	14%
Somewhat confident	25%	34%
Not very confident	27%	32%
Not at all confident	21%	17%
Don't know	10%	4%
<i>Confident (Net)</i>	<i>42%</i>	<i>48%</i>
<i>Not confident (Net)</i>	<i>48%</i>	<i>49%</i>

Naloxone (also known as Narcan or Evzio auto injector) is a medication that rapidly reverses the effects of an opioid overdose.

3) Are you aware that naloxone can be given by someone who is not a medical professional?

	Total	DMV Metro
Yes	47%	42%
No	53%	58%

4) Do you know if you would need a prescription to obtain naloxone or Narcan?

	Total	DMV Metro
Yes, a prescription would be needed	18%	24%
No, a prescription would not be needed	26%	20%
Don't know	56%	56%

5) If someone were experiencing an opioid overdose, how comfortable would you be with the following:

Total Comfortable

	Total	DMV Metro
Calling for emergency medical services	86%	93%
Using a naloxone spray on the individual who is overdosing on opioids.	57%	66%
Using a device like an EpiPen to inject the individual with naloxone	57%	62%

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a) Calling for emergency medical services

	<b>Total</b>	<b>DMV Metro</b>
Very comfortable	66%	79%
Somewhat comfortable	20%	14%
Not very comfortable	4%	3%
Not at all comfortable	2%	3%
Don't know	7%	2%
<i>Comfortable (Net)</i>	<i>86%</i>	<i>93%</i>
<i>Not comfortable (Net)</i>	<i>7%</i>	<i>5%</i>

b) Using a naloxone spray on the individual who is overdosing on opioids.

	<b>Total</b>	<b>DMV Metro</b>
Very comfortable	27%	28%
Somewhat comfortable	30%	38%
Not very comfortable	17%	20%
Not at all comfortable	15%	10%
Don't know	11%	4%
<i>Comfortable (Net)</i>	<i>57%</i>	<i>66%</i>
<i>Not comfortable (Net)</i>	<i>32%</i>	<i>30%</i>

c) Using a device like an EpiPen to inject the individual with naloxone

	<b>Total</b>	<b>DMV Metro</b>
Very comfortable	27%	27%
Somewhat comfortable	30%	36%
Not very comfortable	19%	24%
Not at all comfortable	15%	11%
Don't know	9%	3%
<i>Comfortable (Net)</i>	<i>57%</i>	<i>62%</i>
<i>Not comfortable (Net)</i>	<i>33%</i>	<i>34%</i>



## Press Release – continued –

6) Of the following, who do you believe should carry naloxone to administer in the event of an opioid overdose?

Total Yes

	Total	DMV Metro
Paramedics/emergency medical technicians	89%	95%
Police officers	82%	87%
School nurses	82%	88%
Firefighters	81%	86%
Families of persons who misuse opioids	77%	83%
Teachers	62%	61%
Persons who misuse opioids	51%	60%

a) Police officers

	Total	DMV Metro
Yes	82%	87%
No	18%	13%

b) Paramedics/emergency medical technicians

	Total	DMV Metro
Yes	89%	95%
No	11%	5%

c) Firefighters

	Total	DMV Metro
Yes	81%	86%
No	19%	14%

d) Teachers

	Total	DMV Metro
Yes	62%	61%
No	38%	39%

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e) School nurses

	<b>Total</b>	<b>DMV Metro</b>
Yes	82%	88%
No	18%	12%

f) Persons who misuse opioids

	<b>Total</b>	<b>DMV Metro</b>
Yes	51%	60%
No	49%	40%

g) Families of persons who misuse opioids

	<b>Total</b>	<b>DMV Metro</b>
Yes	77%	83%
No	23%	17%

7) At which of the following locations, if any, do you believe naloxone should be available or distributed?

Total Yes

	<b>Total</b>	<b>DMV Metro</b>
Colleges	67%	76%
Community needle exchange programs	67%	77%
K-12 schools	56%	51%
Community recreation centers	56%	61%
Businesses or office buildings	45%	49%
Public libraries	40%	40%

a) Public libraries

	<b>Total</b>	<b>DMV Metro</b>
Yes	40%	40%
No	60%	60%

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b) K-12 schools

	<b>Total</b>	<b>DMV Metro</b>
Yes	56%	51%
No	44%	49%

c) Colleges

	<b>Total</b>	<b>DMV Metro</b>
Yes	67%	76%
No	33%	24%

d) Community needle exchange programs

	<b>Total</b>	<b>DMV Metro</b>
Yes	67%	77%
No	33%	23%

e) Community recreation centers

	<b>Total</b>	<b>DMV Metro</b>
Yes	56%	61%
No	44%	39%

f) Businesses or office buildings

	<b>Total</b>	<b>DMV Metro</b>
Yes	55%	51%
No	45%	49%



## Press Release – continued –

8) Do you agree or disagree with the following statements?

Total Agree

	Total	DMV Metro
Increasing the distribution and availability of naloxone should be accompanied by publicly available safety and training resources	80%	85%
Increasing the distribution and availability of naloxone will help combat opioid overdose deaths	66%	78%
Naloxone should only be available to emergency medical personnel, law enforcement, and other trained professionals	62%	61%
Increasing the distribution and availability of naloxone would encourage opioid use and abuse	41%	41%

a) Increasing the distribution and availability of naloxone would encourage opioid use and abuse

	Total	DMV Metro
Strongly agree	18%	12%
Somewhat agree	23%	30%
Somewhat disagree	25%	28%
Strongly disagree	16%	22%
Don't know	19%	9%
<i>Agree (Net)</i>	<i>41%</i>	<i>41%</i>
<i>Disagree (Net)</i>	<i>40%</i>	<i>50%</i>

b) Increasing the distribution and availability of naloxone will help combat opioid overdose deaths

	Total	DMV Metro
Strongly agree	29%	37%
Somewhat agree	38%	41%
Somewhat disagree	14%	11%
Strongly disagree	6%	5%
Don't know	13%	7%
<i>Agree (Net)</i>	<i>66%</i>	<i>78%</i>
<i>Disagree (Net)</i>	<i>20%</i>	<i>16%</i>

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## Press Release – continued –

- c) Increasing the distribution and availability of naloxone should be accompanied by publicly available safety and training resources

	<b>Total</b>	<b>DMV Metro</b>
Strongly agree	51%	54%
Somewhat agree	30%	31%
Somewhat disagree	6%	7%
Strongly disagree	4%	4%
Don't know	10%	4%
<i>Agree (Net)</i>	<i>80%</i>	<i>85%</i>
<i>Disagree (Net)</i>	<i>10%</i>	<i>11%</i>

- d) Naloxone should only be available to emergency medical personnel, law enforcement, and other trained professionals

	<b>Total</b>	<b>DMV Metro</b>
Strongly agree	32%	28%
Somewhat agree	30%	33%
Somewhat disagree	17%	22%
Strongly disagree	12%	13%
Don't know	8%	4%
<i>Agree (Net)</i>	<i>62%</i>	<i>61%</i>
<i>Disagree (Net)</i>	<i>30%</i>	<i>35%</i>

- 9) Please indicate yes or no for the following statements.

Total Yes

	<b>Total</b>	<b>DMV Metro</b>
I know someone personally who has overdosed on opioids	23%	19%
I know someone personally who has had an opioid addiction	30%	27%

- a) I know someone personally who has overdosed on opioids

	<b>Total</b>	<b>DMV Metro</b>
Yes	23%	19%
No	72%	75%
Don't know/Prefer not to say	6%	6%

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b) I know someone personally who has had an opioid addiction

	Total	DMV Metro
Yes	30%	27%
No	62%	67%
Don't know/Prefer not to say	7%	6%

Good Samaritan laws protect bystanders from liability if unintended consequences arise from assisting a person who is injured or in danger, such as in the case of a drug overdose.

10) **[DMV Residents only]** To the best of your knowledge, please indicate whether you believe each of the statements about Good Samaritan laws in your local area are true or false. (\*indicates statements that are true, will not be shown to respondent)

Total True

	DMV Metro (N = 505)
A new public health plan passed this year will equip D.C. police officers to carry naloxone*	39%
The possession of naloxone - a medication that rapidly reverses opiate overdoses - and its use by individuals experiencing an opioid overdose is only legal for use by emergency medical personnel	29%
A person under the age of 21 seeking emergency medical services for someone during an overdose will be charged if they are found in possession of alcohol	28%
A witness seeking emergency medical services for someone during an overdose cannot be charged if they are found with small amounts of illegal drugs or paraphernalia*	26%
A person over the age of 25 seeking emergency medical services for a minor (16 years of age or older) experiencing an overdose cannot be charged if they are found providing alcohol or drugs to the minor*	17%

a) A witness seeking emergency medical services for someone during an overdose cannot be charged if they are found with small amounts of illegal drugs or paraphernalia\*

	DMV Metro
True	26%
False	25%
Don't know	49%

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- b) A person under the age of 21 seeking emergency medical services for someone during an overdose will be charged if they are found in possession of alcohol

	<b>DMV Metro</b>
True	28%
False	27%
Don't know	46%

- c) A person over the age of 25 seeking emergency medical services for a minor (16 years of age or older) experiencing an overdose cannot be charged if they are found providing alcohol or drugs to the minor\*

	<b>DMV Metro</b>
True	17%
False	42%
Don't know	41%

- d) The possession of naloxone – a medication that rapidly reverses opiate overdoses – and its use by individuals experiencing an opioid overdose is only legal for use by emergency medical personnel

	<b>DMV Metro</b>
True	29%
False	29%
Don't know	43%

- e) A new public health plan passed this year will equip D.C. police officers to carry naloxone\*

	<b>DMV Metro</b>
True	39%
False	7%
Don't know	54%



## Press Release – continued –

11) Do you agree or disagree with the following statements:

Total Agree

	Total	DMV Metro
Good Samaritan laws ensure bystanders are willing to call for help in the event of an opioid overdose	77%	80%
Good Samaritan laws ensure bystanders are willing to administer naloxone in the event of an opioid overdose	65%	67%
Good Samaritan laws will have minimal impact on opioid overdose incidence	52%	39%
Good Samaritan laws could encourage criminal behavior by taking away legal consequences	32%	28%
Good Samaritan laws are morally wrong because they give a free pass to criminal behavior	22%	19%

a) Good Samaritan laws ensure bystanders are willing to call for help in the event of an opioid overdose

	Total	DMV Metro
Strongly agree	39%	41%
Somewhat agree	38%	39%
Somewhat disagree	6%	8%
Strongly disagree	4%	3%
Don't know	13%	10%
<i>Agree (Net)</i>	<i>77%</i>	<i>80%</i>
<i>Disagree (Net)</i>	<i>10%</i>	<i>10%</i>

b) Good Samaritan laws ensure bystanders are willing to administer naloxone in the event of an opioid overdose

	Total	DMV Metro
Strongly agree	27%	27%
Somewhat agree	37%	40%
Somewhat disagree	11%	12%
Strongly disagree	6%	4%
Don't know	18%	17%
<i>Agree (Net)</i>	<i>65%</i>	<i>67%</i>
<i>Disagree (Net)</i>	<i>18%</i>	<i>16%</i>

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c) Good Samaritan laws will have minimal impact on opioid overdose incidence

	<b>Total</b>	<b>DMV Metro</b>
Strongly agree	17%	12%
Somewhat agree	35%	27%
Somewhat disagree	18%	30%
Strongly disagree	8%	9%
Don't know	23%	23%
<i>Agree (Net)</i>	<i>52%</i>	<i>39%</i>
<i>Disagree (Net)</i>	<i>26%</i>	<i>38%</i>

d) Good Samaritan laws are morally wrong because they give a free pass to criminal behavior

	<b>Total</b>	<b>DMV Metro</b>
Strongly agree	11%	6%
Somewhat agree	11%	13%
Somewhat disagree	27%	29%
Strongly disagree	33%	39%
Don't know	17%	12%
<i>Agree (Net)</i>	<i>22%</i>	<i>19%</i>
<i>Disagree (Net)</i>	<i>61%</i>	<i>68%</i>

e) Good Samaritan laws could encourage criminal behavior by taking away legal consequences

	<b>Total</b>	<b>DMV Metro</b>
Strongly agree	12%	8%
Somewhat agree	20%	20%
Somewhat disagree	26%	33%
Strongly disagree	23%	25%
Don't know	20%	13%
<i>Agree (Net)</i>	<i>32%</i>	<i>28%</i>
<i>Disagree (Net)</i>	<i>48%</i>	<i>59%</i>





## Press Release – continued –

12) Do you agree or disagree with the following statements:

Total Agree

	Total	DMV Metro
Pharmaceutical companies producing opioids should fund treatment for opioid addiction or abuse	73%	77%
Pharmaceutical companies producing opioids should fund plans to distribute naloxone kits	72%	77%
The government should do more to restrict opioid distribution	71%	77%
Even if pharmaceutical companies pay to settle lawsuits over opioid abuse, they should be forced to publicly disclose information that might have come out at trial	70%	72%
Pharmaceutical companies producing opioids should be held responsible for making opioid abuse worse	57%	69%
I would vote for a political candidate who supports making naloxone more readily available in public places	56%	66%

a) I would vote for a political candidate who supports making naloxone more readily available in public places

	Total	DMV Metro
Strongly agree	23%	28%
Somewhat agree	33%	37%
Somewhat disagree	12%	8%
Strongly disagree	7%	4%
Don't know	26%	22%
<i>Agree (Net)</i>	<i>56%</i>	<i>66%</i>
<i>Disagree (Net)</i>	<i>18%</i>	<i>12%</i>

b) The government should do more to restrict opioid distribution

	Total	DMV Metro
Strongly agree	36%	43%
Somewhat agree	35%	33%
Somewhat disagree	10%	10%
Strongly disagree	7%	4%
Don't know	12%	9%
<i>Agree (Net)</i>	<i>71%</i>	<i>77%</i>
<i>Disagree (Net)</i>	<i>17%</i>	<i>14%</i>

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## Press Release – continued –

c) Pharmaceutical companies producing opioids should be held responsible for making opioid abuse worse

	<b>Total</b>	<b>DMV Metro</b>
Strongly agree	28%	33%
Somewhat agree	29%	35%
Somewhat disagree	19%	15%
Strongly disagree	10%	7%
Don't know	15%	9%
<i>Agree (Net)</i>	<i>57%</i>	<i>69%</i>
<i>Disagree (Net)</i>	<i>29%</i>	<i>22%</i>

d) Pharmaceutical companies producing opioids should fund treatment for opioid addiction or abuse

	<b>Total</b>	<b>DMV Metro</b>
Strongly agree	40%	45%
Somewhat agree	33%	32%
Somewhat disagree	8%	11%
Strongly disagree	6%	4%
Don't know	12%	8%
<i>Agree (Net)</i>	<i>73%</i>	<i>77%</i>
<i>Disagree (Net)</i>	<i>15%</i>	<i>15%</i>

e) Pharmaceutical companies producing opioids should fund plans to distribute naloxone kits

	<b>Total</b>	<b>DMV Metro</b>
Strongly agree	37%	41%
Somewhat agree	35%	35%
Somewhat disagree	8%	9%
Strongly disagree	5%	4%
Don't know	15%	10%
<i>Agree (Net)</i>	<i>72%</i>	<i>77%</i>
<i>Disagree (Net)</i>	<i>13%</i>	<i>14%</i>

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## Press Release – continued –

- f) Even if pharmaceutical companies pay to settle lawsuits over opioid abuse, they should be forced to publicly disclose information that might have come out at trial

	<b>Total</b>	<b>DMV Metro</b>
Strongly agree	37%	43%
Somewhat agree	33%	29%
Somewhat disagree	8%	11%
Strongly disagree	5%	4%
Don't know	17%	13%
<i>Agree (Net)</i>	<i>70%</i>	<i>72%</i>
<i>Disagree (Net)</i>	<i>13%</i>	<i>15%</i>

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## Press Release – continued –

### About the Study

These are findings from an Ipsos poll conducted April 12-17, 2019 on behalf of NPR. For the survey, a sample of 1,510 adults 18+ from the continental U.S., Alaska and Hawaii, and an oversample in the Washington, DC-Maryland-Virginia area, were interviewed online in English. Where the total is referenced, that number (n=1,015) reflects the nationally representative sample, including our D.C.-area interviews weighted down to their correct proportion within the national population, based on Census estimates.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) 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=1,015, DEFF=1.5, adjusted Confidence Interval=+/-5.0 percentage points).

The poll also has a credibility interval plus or minus 5.0 percentage points for residents of the DMV area.

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

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## Press Release – continued –

### About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world. Through our media partnerships, Ipsos Public Affairs is a leading source of intelligent information for businesses and professionals in the U.S., Canada, the UK, and internationally. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

### About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,749.5 million in 2018.

#### GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.  
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.  
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Eurolist – NYSE-Euronext.  
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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