



## PUBLIC POLL FINDINGS AND METHODOLOGY

### Strong majority feel positively toward Biden's inauguration speech

Ipsos snap poll finds bipartisan agreement in Biden's speech and the challenges that lie ahead

#### Topline Findings

**Washington, DC, January 20, 2021** -- More than eight in ten Americans rate President Joe Biden's inauguration speech as good, according to an Ipsos snap poll conducted immediately following today's speech.

#### Detailed Findings

1. Eighty-three percent say Biden's speech was very (57%) or somewhat (26%) good. There is bipartisan agreement on this: 97% of Democrats rate Biden's speech as good, along with 72% of Republicans and 78% of Independents.
2. When it comes to believing Biden's rhetoric in the speech, Democrats are unified while Republicans are evenly split.
  - Overall, around two-thirds of Americans believe Biden when he says he will be a president for all Americans, that his soul is in uniting the nation, and that he will fight as hard for those who did not support him as those who did (67% believe each of those statements).
  - On those three, nearly equal numbers of Republicans believe those statements as those who do not believe, while around 90% of Democrats believe Biden's words.
3. There is broad, bipartisan agreement with the themes of unity, democracy, and action that Biden outlined.
  - Around three-quarters of Americans agree with what Biden said in his speech, that "Democracy is fragile, democracy is precious, and democracy has prevailed" (73% agree). This includes 91% of Democrats and 59% of Republicans.
  - Larger numbers agree with the statement that "Each of us has a duty and responsibility to defend the truth and defeat the lies" (88% overall, including 98% of Democrats and 78% of Republicans).

*These are the findings of an Ipsos poll conducted between 2:00pm ET and 3:00pm ET on January 20, 2021. For this survey, a sample of 498 adults age 18-64 from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 5.0 percentage points for all respondents.*

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

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### Full Annotated Questionnaire

1. Did you watch or follow President Joe Biden's inauguration speech today?

	<b>Total (N=498)</b>
Yes, watched all of it	35%
Yes, watched some of it	26%
Yes, read or heard about it	11%
No	28%
<i>Yes (Net)</i>	<i>72%</i>

2. How would you evaluate Biden's inauguration speech?

	<b>Total</b>
Very good	57%
Somewhat good	26%
Somewhat poor	4%
Very poor	6%
No opinion/Did not hear the speech	6%
<i>Good (Net)</i>	<i>83%</i>
<i>Poor (Net)</i>	<i>10%</i>

3. In his inauguration address, President Joe Biden said the following. Do you believe or not believe him for each?

#### Total Believe Summary

	<b>Total</b>
My whole soul is in bringing people together, uniting the nation	67%
I will be a president for all Americans	67%
I will fight as hard for those that did not support me as those who did	67%
I will always level with you	59%

- a. My whole soul is in bringing people together, uniting the nation

	<b>Total</b>
Believe	67%
Do not believe	24%
Don't know	10%

- b. I will be a president for all Americans

	<b>Total</b>
Believe	67%
Do not believe	24%
Don't know	9%

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c. I will fight as hard for those that did not support me as those who did

	<b>Total</b>
Believe	67%
Do not believe	25%
Don't know	8%

d. I will always level with you

	<b>Total</b>
Believe	59%
Do not believe	26%
Don't know	15%

4. Do you agree or disagree with the following statements?

### Total Agree Summary

	<b>Total</b>
Each of us has a duty and responsibility to defend the truth and defeat the lies	88%
It is a time for boldness, as there is so much to do	85%
Without unity there is no peace, only bitterness and fury	85%
Few people in our nation's history have been more challenged than the time we are in right now	73%
Democracy is fragile, democracy is precious, democracy has prevailed	73%

a. It is a time for boldness, as there is so much to do

	<b>Total</b>
Strongly agree	59%
Somewhat agree	27%
Somewhat disagree	6%
Strongly disagree	5%
Don't know	4%
<b>Agree (Net)</b>	<b>85%</b>
<b>Disagree (Net)</b>	<b>11%</b>

b. Each of us has a duty and responsibility to defend the truth and defeat the lies

	<b>Total</b>
Strongly agree	68%
Somewhat agree	20%
Somewhat disagree	4%
Strongly disagree	4%
Don't know	5%
<b>Agree (Net)</b>	<b>88%</b>
<b>Disagree (Net)</b>	<b>8%</b>

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c. Without unity there is no peace, only bitterness and fury

	<b>Total</b>
Strongly agree	59%
Somewhat agree	26%
Somewhat disagree	4%
Strongly disagree	5%
Don't know	6%
<i>Agree (Net)</i>	<i>85%</i>
<i>Disagree (Net)</i>	<i>9%</i>

d. Few people in our nation's history have been more challenged than the time we are in right now

	<b>Total</b>
Strongly agree	43%
Somewhat agree	30%
Somewhat disagree	12%
Strongly disagree	8%
Don't know	8%
<i>Agree (Net)</i>	<i>73%</i>
<i>Disagree (Net)</i>	<i>20%</i>

e. Democracy is fragile, democracy is precious, democracy has prevailed

	<b>Total</b>
Strongly agree	43%
Somewhat agree	30%
Somewhat disagree	8%
Strongly disagree	10%
Don't know	9%
<i>Agree (Net)</i>	<i>73%</i>
<i>Disagree (Net)</i>	<i>18%</i>



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### About the Study

These are the findings of an Ipsos poll conducted between 2:00pm ET and 3:00pm ET on January 20, 2021. For this survey, a sample of 498 adults age 18-64 from the continental U.S., Alaska, and Hawaii was interviewed online in English.

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 2018 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 5.0 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=498, DEFF=3.0, adjusted Confidence Interval=+/-8.0 percentage points).

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### About Ipsos

Ipsos is the world's third largest market research 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 is 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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