



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, February 5, 2021

1. What level of threat do you think the coronavirus poses to you personally?

	<i>High threat (Net)</i>	Very high threat	High threat	Moderate threat	<i>Low threat (Net)</i>	Low threat	Very low threat	Don't know
2/2-3 (N=1,115)	35%	13%	22%	34%	29%	16%	14%	1%
1/20-21 (N=1,115)	41%	18%	23%	34%	25%	15%	10%	1%
12/9-10 (N=1,112)	39%	17%	22%	34%	25%	15%	10%	1%
11/24-25 (N=1,114)	40%	18%	21%	36%	23%	14%	9%	2%
11/10-11 (N=1,113)	40%	16%	23%	33%	25%	15%	11%	2%
10/27-28 (N=1,115)	38%	17%	20%	34%	27%	16%	11%	2%
10/13-14 (N=1,114)	36%	16%	21%	33%	29%	17%	12%	1%
9/29-30 (N=1,115)	35%	16%	18%	34%	30%	17%	13%	2%
9/15-16 (N=1,113)	36%	18%	18%	33%	29%	16%	12%	1%
9/1-2 (N=1,113)	33%	14%	19%	33%	32%	19%	14%	1%
8/18-19 (N=1115)	34%	14%	20%	37%	28%	17%	11%	1%
8/4-5 (N=1,111)	33%	14%	19%	37%	29%	17%	12%	2%
7/21-22 (N=1,115)	34%	15%	19%	36%	29%	19%	10%	1%
6/23-24 (N=1,113)	31%	14%	17%	34%	33%	20%	12%	2%
6/8-9 (N=1,113)	28%	12%	16%	32%	38%	23%	16%	2%
5/28-29 (N=1,113)	30%	12%	18%	34%	34%	20%	14%	2%
5/14-15 (N=1,114)	31%	13%	18%	36%	30%	18%	12%	3%
5/4-5 (N=1,114)	34%	15%	19%	35%	28%	17%	11%	2%
4/27-28 (N=1,112)	32%	15%	17%	34%	31%	20%	11%	



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1. What level of threat do you think the coronavirus poses to you personally? (Continued)

	High threat (Net)	Very high threat	High threat	Moderate threat	Low threat (Net)	Low threat	Very low threat	Don't know
4/17-20 (N=1,111)	32%	10%	22%	35%	31%	21%	10%	2%
4/10-13 (N=1,114)	36%	14%	22%	35%	26%	16%	10%	2%

2. There are often several phases or stages that people go through when times are hard. Which one of the following phases do you feel best describes your current situation regarding the COVID-19 pandemic?

	The pandemic has not reached my area, and so far there are no restrictions	I am getting ready for possible new restrictions, preparing, and stockpiling supplies where possible	I am reacting day-by-day to the restrictions and establishing new routines	I have adapted to the restrictions and settled into new routines	It seems restrictions will soon be lifted in my area	I am starting to do some things again that used to be restricted	I am doing most of the things I used to do pre-COVID	I feel the pandemic is behind me and am moving on with life
2/2-3	1%	6%	17%	48%	5%	8%	10%	5%
1/20-21	2%	8%	20%	49%	2%	4%	10%	3%
12/9-10	3%	16%	20%	44%	1%	3%	9%	3%
11/24-25	2%	19%	24%	37%	1%	4%	9%	3%
11/10-11	4%	16%	20%	41%	2%	6%	7%	4%
10/27-28	4%	13%	17%	41%	3%	9%	8%	4%
10/13-14	3%	11%	17%	40%	4%	11%	9%	4%
9/29-30	5%	10%	13%	39%	5%	12%	10%	5%
9/15-16	3%	7%	16%	42%	6%	11%	9%	5%
9/1-2	3%	7%	14%	43%	6%	13%	9%	4%
8/18-19	2%	9%	20%	42%	5%	13%	7%	3%
8/4-5	2%	9%	21%	42%	3%	11%	9%	3%
7/21-22	3%	11%	20%	38%	4%	12%	8%	4%
6/23-24	3%	7%	17%	33%	9%	18%	9%	4%
6/8-9	3%	5%	15%	27%	21%	10%	6%	3%
5/28-29	2%	5%	13%	37%	18%	13%	8%	4%
5/14-15	2%	5%	16%	33%	22%	10%	7%	5%
5/4-5	2%	6%	18%	41%	17%	5%	8%	3%
4/27-28	2%	5%	17%	41%	-	-	-	4%





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3. When it comes to planning for the future after the COVID-19 pandemic, which of the following best describes you?

	I'm stuck about what to do next	I have a lot of uncertainty	I have some uncertainty	I have no uncertainty
2/2-3	7%	29%	47%	17%
1/20-21	7%	28%	46%	19%
12/9-10	9%	28%	46%	17%
11/24-25	9%	29%	46%	16%
11/10-11	9%	31%	46%	14%
10/27-28	12%	32%	42%	13%
10/13-14	11%	30%	43%	16%
9/29-30	11%	29%	43%	18%
9/15-16	10%	29%	43%	18%
9/1-2	9%	32%	42%	16%
8/18-19	11%	33%	44%	13%
8/4-5	9%	31%	45%	15%
7/21-22	10%	32%	46%	12%
6/23-24	7%	32%	46%	15%
6/8-9	7%	30%	46%	18%
5/28-29	7%	28%	48%	18%
5/14-15	10%	30%	42%	18%
5/4-5	9%	33%	44%	15%





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4. On a five-point scale, with 5 being intolerable and 1 being not a problem at all, how much do COVID-19 restrictions in your area impact you personally? You may choose any number in between.

	5 - Intolerable	4	3	2	1 - Not a problem at all
2/2-3	6%	14%	44%	23%	12%
1/20-21	7%	15%	43%	23%	12%
12/9-10	6%	18%	44%	21%	11%
11/24-25	6%	16%	44%	23%	10%
11/10-11	8%	18%	41%	22%	11%
10/27-28	8%	15%	45%	21%	11%
10/13-14	7%	17%	44%	22%	10%
9/29-30	8%	17%	43%	21%	11%
9/15-16	7%	16%	42%	23%	12%
9/1-2	7%	16%	45%	22%	9%
8/18-19	7%	15%	48%	20%	11%
8/4-5	6%	15%	47%	21%	11%
7/21-22	7%	15%	47%	22%	9%
6/23-24	6%	15%	44%	23%	12%
6/8-9	6%	13%	45%	24%	12%
5/28-29	5%	16%	43%	24%	12%
5/14-15	8%	19%	41%	21%	12%
5/4-5	8%	19%	44%	20%	10%





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5. For each of the statements below, indicate your level of agreement.

Total Agree Summary

	I am staying home except for necessities (e.g., food) or work	I plan to travel later this year if it's allowed	I believe we will have a "lockdown" this fall where I live	I am worried someone in my household will lose their job if there is another "lockdown"	I'm afraid to go out for necessities or work	I plan to upgrade my home internet speed
2/2-3	64%	51%	29%	25%	24%	19%
1/20-21	66%	-	-	-	20%	-
12/9-10	68%	-	-	-	26%	-
11/24-25	68%	-	-	-	28%	-
7/21-22	69%	-	48%	30%	29%	-
6/23-24	69%	-	48%	33%	29%	-
5/28-29	-	-	44%	34%	-	-
5/14-15	-	-	42%	33%	-	17%
5/4-5	-	-	40%	32%	-	17%
4/27-28	81%	-	37%	32%	33%	18%
4/17-20	85%	-	-	-	35%	-
4/10-13	85%	-	-	-	42%	-

a. I am staying home except for necessities (e.g., food) or work

	4/10-13	4/17-20	4/27-28	6/23-24	7/21-22	11/24-25	12/9-10	1/20-21	2/2-3
Strongly agree	55%	49%	47%	33%	32%	32%	32%	30%	30%
Somewhat agree	30%	36%	33%	36%	37%	36%	36%	36%	34%
Neither agree nor disagree	8%	9%	11%	14%	14%	13%	13%	12%	14%
Somewhat disagree	4%	4%	5%	11%	11%	12%	11%	13%	13%
Strongly disagree	2%	2%	3%	6%	6%	7%	8%	9%	10%
<i>Agree (Net)</i>	85%	85%	81%	69%	69%	68%	68%	66%	64%
<i>Disagree (Net)</i>	6%	6%	8%	17%	18%	19%	19%	22%	23%

b. I'm afraid to go out for necessities or work

	4/10-13	4/17-20	4/27-28	6/23-24	7/21-22	11/24-25	12/9-10	1/20-21	2/2-3
Strongly agree	15%	10%	9%	8%	9%	8%	8%	6%	8%
Somewhat agree	28%	25%	23%	21%	20%	20%	18%	15%	17%
Neither agree nor disagree	20%	22%	21%	18%	20%	20%	17%	19%	18%
Somewhat disagree	22%	26%	25%	27%	28%	29%	29%	30%	25%
Strongly disagree	15%	17%	21%	25%	23%	23%	28%	31%	33%
<i>Agree (Net)</i>	42%	35%	33%	29%	29%	28%	26%	20%	24%
<i>Disagree (Net)</i>	38%	43%	46%	52%	51%	52%	57%	61%	58%



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c. I believe we will have a "lockdown" this fall where I live

	4/27-28	5/4-5	5/14-15	5/28-29	6/23-24	7/21-22	2/2-3
Strongly agree	11%	12%	13%	12%	17%	15%	7%
Somewhat agree	26%	28%	29%	32%	31%	33%	22%
Neither agree nor disagree	39%	35%	36%	32%	32%	31%	39%
Somewhat disagree	16%	17%	14%	15%	15%	13%	23%
Strongly disagree	8%	7%	9%	9%	6%	8%	10%
<i>Agree (Net)</i>	37%	40%	42%	44%	48%	48%	29%
<i>Disagree (Net)</i>	25%	25%	22%	24%	21%	21%	33%

d. I am worried someone in my household will lose their job if there is another "lockdown"

	4/27-28	5/4-5	5/14-15	5/28-29	6/23-24	7/21-22	2/2-3
Strongly agree	12%	11%	12%	13%	11%	10%	8%
Somewhat agree	20%	21%	21%	21%	23%	20%	17%
Neither agree nor disagree	26%	27%	25%	20%	21%	24%	24%
Somewhat disagree	20%	19%	18%	18%	21%	21%	23%
Strongly disagree	22%	23%	24%	28%	25%	25%	29%
<i>Agree (Net)</i>	32%	32%	33%	34%	33%	30%	25%
<i>Disagree (Net)</i>	42%	41%	42%	46%	46%	47%	51%

e. I plan to upgrade my home internet speed

	4/27-28	5/4-5	5/14-15	5/28-29	6/23-24	2/2-3
Strongly agree	6%	6%	7%	8%	7%	6%
Somewhat agree	12%	12%	10%	12%	14%	14%
Neither agree nor disagree	29%	32%	32%	29%	28%	32%
Somewhat disagree	28%	26%	24%	24%	25%	23%
Strongly disagree	24%	26%	27%	27%	26%	26%
<i>Agree (Net)</i>	18%	17%	17%	20%	22%	19%
<i>Disagree (Net)</i>	53%	51%	51%	51%	51%	49%

f. I plan to travel later this year if it's allowed

	2/2-3
Strongly agree	23%
Somewhat agree	28%
Neither agree nor disagree	20%
Somewhat disagree	11%
Strongly disagree	18%
<i>Agree (Net)</i>	51%
<i>Disagree (Net)</i>	29%





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6. For each of the statements below, indicate your level of agreement.

Total Agree Summary

	4/27-28	5/4-5	6/23-24	8/18-19	2/2-3
I feel like I have enough saved in case something unplanned happens (i.e. home repairs, car repairs etc.)	52%	49%	51%	52%	48%
I believe I will be better off than my parents	42%	42%	44%	45%	44%
After paying my bills, I do not have money left to spend on the things I want	35%	36%	37%	38%	37%
I worry about paying all of my bills each month	31%	33%	34%	37%	34%

a. After paying my bills, I do not have money left to spend on the things I want

	4/27-28	5/4-5	6/23-24	8/18-19	2/2-3
Strongly agree	13%	16%	16%	17%	17%
Somewhat agree	23%	20%	21%	21%	20%
Neither agree nor disagree	21%	23%	21%	20%	19%
Somewhat disagree	23%	22%	23%	21%	23%
Strongly disagree	20%	20%	19%	20%	21%
<i>Agree (Net)</i>	<i>35%</i>	<i>36%</i>	<i>37%</i>	<i>38%</i>	<i>37%</i>
<i>Disagree (Net)</i>	<i>44%</i>	<i>41%</i>	<i>42%</i>	<i>41%</i>	<i>44%</i>

b. I believe I will be better off than my parents

	4/27-28	5/4-5	6/23-24	8/18-19	2/2-3
Strongly agree	15%	17%	18%	19%	18%
Somewhat agree	27%	26%	26%	25%	26%
Neither agree nor disagree	35%	34%	30%	32%	31%
Somewhat disagree	13%	14%	14%	13%	14%
Strongly disagree	10%	10%	11%	10%	11%
<i>Agree (Net)</i>	<i>42%</i>	<i>42%</i>	<i>44%</i>	<i>45%</i>	<i>44%</i>
<i>Disagree (Net)</i>	<i>23%</i>	<i>24%</i>	<i>26%</i>	<i>23%</i>	<i>25%</i>

c. I worry about paying all of my bills each month

	4/27-28	5/4-5	6/23-24	8/18-19	2/2-3
Strongly agree	13%	12%	12%	17%	13%
Somewhat agree	18%	21%	22%	20%	20%
Neither agree nor disagree	22%	21%	17%	18%	18%
Somewhat disagree	20%	22%	23%	20%	22%
Strongly disagree	27%	25%	26%	26%	26%
<i>Agree (Net)</i>	<i>31%</i>	<i>33%</i>	<i>34%</i>	<i>37%</i>	<i>34%</i>
<i>Disagree (Net)</i>	<i>47%</i>	<i>46%</i>	<i>49%</i>	<i>45%</i>	<i>49%</i>



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d. I feel like I have enough saved in case something unplanned happens (i.e. home repairs, car repairs etc.)

	4/27-28	5/4-5	6/23-24	8/18-19	2/2-3
Strongly agree	21%	18%	20%	20%	19%
Somewhat agree	31%	31%	31%	32%	30%
Neither agree nor disagree	21%	22%	18%	18%	17%
Somewhat disagree	14%	15%	15%	12%	15%
Strongly disagree	13%	14%	15%	18%	19%
<i>Agree (Net)</i>	<i>52%</i>	<i>49%</i>	<i>51%</i>	<i>52%</i>	<i>48%</i>
<i>Disagree (Net)</i>	<i>27%</i>	<i>29%</i>	<i>30%</i>	<i>30%</i>	<i>34%</i>

7. Are you the parent of a child who is attending elementary, middle, or high school?

	2/2-3
No	77%
Yes	23%

8. **[Asked if parent of child in school]** Which of the following have you done with regard to your child or children's schooling since the pandemic started?

	2/2-3 (N=245)
Increased your attention to their homework – more than you would pre- pandemic	37%
Home schooled	29%
Required extra study time – more than you would pre-pandemic	16%
Required extra reading time – more than you would pre-pandemic	13%
Enrolled a child in educational programs outside their school	10%
Arranged for study groups	6%
Established a homeschool 'pod' – a group of kids that will learn together at home	5%
Hired a tutor	4%
None of the above	30%





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9. Which of the following, if any, have you done since the start of the COVID-19 pandemic?

	2/2-3
Taken courses online towards a degree or certification	8%
Trained on a new skill that will help you in your current job	8%
Trained on a new skill that will make you more marketable to employers in the future	7%
Taken courses in-person taught by a teacher towards a degree or certification	3%
Received a new degree or professional certification that you would not have received were it not for the pandemic	3%
Enrolled in a 4-yr college/university full time for the first time	2%
Re-enrolled in a 4-yr degree you started before but had not completed	2%
Enrolled in a professional or technical school for the first time	2%
Re-enrolled in a professional or technical school you started before but had not completed	2%
None of the above	77%

10. Which of the following best describes how you are spending or saving compared to before the coronavirus pandemic?

	8/18-19	2/2-3
Spending more overall, but on the same things I bought before the pandemic	19%	13%
Spending more overall, including buying new things I did not buy before the pandemic	14%	12%
Saving more overall, but only because I am spending less	28%	28%
Saving more overall by actively putting away more money when I can	8%	12%
No difference in spending/saving	31%	35%
<i>Spending more (Net)</i>	<i>34%</i>	<i>25%</i>
<i>Saving more (Net)</i>	<i>35%</i>	<i>40%</i>



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11. [Asked if saving more overall] What do you plan to do with your savings once the pandemic ends?

	2/2-3 (N=431)
A domestic trip by plane	19%
A domestic road trip	16%
An international trip	15%
A party at your home	7%
Something else	12%
I have no special plans	42%
I don't know	8%

12. If a COVID-19 vaccine that was declared safe and effective by public health officials were made available to you, when, if at all, would you take it?

	10/13-14	10/27-28	11/10-11	2/2-3
Immediately	22%	17%	24%	42%
Less than one month after it became available	10%	12%	13%	7%
One – three months after it became available	18%	17%	19%	12%
More than three months after it became available	20%	20%	17%	13%
Never	13%	17%	14%	12%
Don't know	17%	16%	13%	14%
<i>Less than one month (Net)</i>	<i>32%</i>	<i>29%</i>	<i>37%</i>	<i>49%</i>
<i>Three months or less (Net)</i>	<i>50%</i>	<i>46%</i>	<i>56%</i>	<i>61%</i>

13. When do you think you will receive the COVID-19 vaccination?

	2/2-3
Now/I already received it	10%
Within the next month	10%
1-3 months from now	26%
4-6 months from now	20%
More than 6 months	13%
I do not plan to get the vaccine	21%





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14. [Asked if already received COVID-19 vaccination] How many doses of the COVID-19 vaccine have you received?

	2/2-3 (N=98)
1 dose	67%
2 doses or all dosages needed	27%
Neither	6%

15. What do you plan to do first once you receive all your doses of the COVID-19 vaccine?

	2/2-3
Visit family/friends	15%
Travel domestically	5%
Go to a bar/restaurant	3%
Go to an entertainment center (movie theater, concert, etc.)	3%
Travel internationally	3%
Go back to your workplace	2%
Gather with others in a public space	2%
Stay at a hotel	2%
Go to a fitness center/studio/gym	2%
Host a party at your home	1%
Take public transportation	1%
Go shopping or to a mall	1%
No special plans	37%
Other	5%
Don't know	16%

16. Are you more or less excited for the upcoming Super Bowl in February, compared to...?

Total More Excited Summary

	2/2-3
Last year's Super Bowl	16%
2019 Super Bowl	16%

a. Last year's Super Bowl

	2/2-3
Much more excited	7%
Somewhat more excited	9%
As excited as last year	36%
Somewhat less excited	15%
Much less excited	21%
Don't know	12%
<i>More excited (Net)</i>	<i>16%</i>
<i>Less excited (Net)</i>	<i>36%</i>





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b. 2019 Super Bowl

	2/2-3
Much more excited	6%
Somewhat more excited	10%
As excited as last year	34%
Somewhat less excited	14%
Much less excited	22%
Don't know	14%
<i>More excited (Net)</i>	<i>16%</i>
<i>Less excited (Net)</i>	<i>37%</i>

17. Thinking about the upcoming Super Bowl in February, to what extent do you agree or disagree with the following statements?

Total Agree Summary

	10/13-14	2/2-3
I expect Super Bowl advertising to acknowledge the COVID-19 pandemic and today's situation	52%	57%
I expect Super Bowl advertising to focus on topics besides the COVID-19 pandemic	56%	56%
There should not be in-person fans at the Super Bowl	44%	41%
I am excited for the advertisements during the next Super Bowl	37%	37%
I will not watch the Super Bowl if fans are not allowed to attend in-person	16%	14%

a. I am excited for the advertisements during the next Super Bowl

	10/13-14	2/2-3
Strongly agree	12%	11%
Somewhat agree	24%	26%
Neither agree nor disagree	29%	29%
Somewhat disagree	12%	13%
Strongly disagree	17%	16%
Don't know	6%	5%
<i>Agree (Net)</i>	<i>37%</i>	<i>37%</i>
<i>Disagree (Net)</i>	<i>28%</i>	<i>29%</i>

b. I expect Super Bowl advertising to acknowledge the COVID-19 pandemic and today's situation

	10/13-14	2/2-3
Strongly agree	22%	22%
Somewhat agree	30%	35%
Neither agree nor disagree	26%	21%
Somewhat disagree	6%	6%
Strongly disagree	6%	7%
Don't know	10%	9%
<i>Agree (Net)</i>	<i>52%</i>	<i>57%</i>
<i>Disagree (Net)</i>	<i>13%</i>	<i>13%</i>





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c. I expect Super Bowl advertising to focus on topics besides the COVID-19 pandemic

	10/13-14	2/2-3
Strongly agree	26%	23%
Somewhat agree	30%	33%
Neither agree nor disagree	25%	25%
Somewhat disagree	5%	5%
Strongly disagree	4%	5%
Don't know	10%	9%
<i>Agree (Net)</i>	56%	56%
<i>Disagree (Net)</i>	9%	10%

d. There should not be in-person fans at the Super Bowl

	10/13-14	2/2-3
Strongly agree	25%	23%
Somewhat agree	19%	18%
Neither agree nor disagree	23%	22%
Somewhat disagree	10%	15%
Strongly disagree	12%	15%
Don't know	11%	7%
<i>Agree (Net)</i>	44%	41%
<i>Disagree (Net)</i>	22%	29%

e. I will not watch the Super Bowl if fans are not allowed to attend in-person

	10/13-14	2/2-3
Strongly agree	8%	7%
Somewhat agree	7%	6%
Neither agree nor disagree	28%	26%
Somewhat disagree	12%	13%
Strongly disagree	34%	39%
Don't know	11%	8%
<i>Agree (Net)</i>	16%	14%
<i>Disagree (Net)</i>	45%	52%





PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are some of the findings of the twenty-first wave of an Ipsos poll conducted between February 2-3, 2021. For this survey, a sample of 1,115 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, 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 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 3.3 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 ($n=1,115$, $DEFF=1.5$, adjusted Confidence Interval= ± 4.8 percentage points).

- The first, fourth, fifth, sixth, seventh, eighth, ninth, eleventh, twelfth, thirteenth, fourteenth, fifteenth, sixteenth, seventeenth, eighteenth, and twentieth 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.





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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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