



## TOPLINE & METHODOLOGY

### Majority of employed Americans believe the benefits and salary their job offers are good

Positive evaluation dampens with decreasing income and education levels

**Washington, DC, May 21, 2021** – A new Ipsos poll finds that a majority of employed Americans believe their current job offers good benefits and salary. The poll also shows that less than ten percent of Americans are currently looking for a new job, and less than five percent are receiving unemployment benefits.

#### Detailed Findings

1. A majority of employed Americans rate the benefits (61%) and salary (55%) that their job offers as good.
  - Those with a college degree are more likely than those with a high school diploma or less to rate both their benefits (71% vs. 47%) and salary (65% vs. 45%) good.
  - There is also a divide among income levels. Americans making more than \$50K are more likely than those making less than \$50K to believe the benefits and salary at their current job are good.
  - Employed Americans are less likely to rate the types of new job opportunities available to them (37%) and the ability to be promoted (31%) as good.
2. Sixty-five percent of employed Americans trust their team members to support their work activities.
  - The same splits along education and income levels exist; those with education beyond high school and those making more than \$50K are more likely than their counterparts to trust their team members to support their work activities.
  - Fifty-six percent agree that their supervisor will support them if things get hard, while half say that they get emotional support from at least one person at their job.
    - i. Women (63%) are more likely than men (39%) to get emotional support from someone at their job.
  - While 54% say that they are aware of the mental health resources that their employer offers, only 38% say they are comfortable talking about mental health, and even less say that their company prioritizes mental health (35%).
3. Only 8% of Americans are actively looking for a new job, while more than one in five say that they are open to a new job but not actively looking.
  - Gen Zers (20%) and Millennials (14%) are more likely than Gen Xers (5%) and Baby Boomers (2%) to be actively looking for a new job.
  - Four percent of Americans are currently receiving unemployment; thirty-seven percent of those receiving unemployment rate their benefits as good.



## TOPLINE & METHODOLOGY

*These are the findings of an Ipsos poll conducted between May 14 – 17, 2021. For this study, a sample of 1,031 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a margin of error of plus or minus 3.3 percentage points for all respondents.*





## TOPLINE & METHODOLOGY

### Ipsos Understanding Society Poll

Conducted by Ipsos using KnowledgePanel®  
A survey of the American general population (ages 18+)

Interview dates: May 14 – May 17, 2021  
Number of interviews: 1031  
Number of Gen Z interviews: 88  
Number of Millennial interviews: 235  
Number of Gen X interviews: 259  
Number of Baby Boomer interviews: 449

Margin of error: +/-3.3 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: \* = less than 0.5%, - = no respondents

#### Annotated Questionnaire:

1. Which of the following most closely describes your employment situation?

	Total	Gen Z	Millennial	Gen X	Baby Boomer
I am not looking for a new job right now	70%	46%	56%	69%	88%
I am open to a new job, but not actively looking	22%	35%	29%	26%	10%
I am actively looking for a new job	8%	20%	14%	5%	2%
Skipped	1%	-	1%	1%	1%





## TOPLINE & METHODOLOGY

2. [ASKED IF Q1 = I am actively looking for a new job] How would you rate your job search for the following?

### Total Good Summary

	Total (N=59)	Gen Z	Millennial	Gen X	Baby Boomer
The benefits offered by new job opportunities	29%	*	*	*	*
The types of new jobs opportunities available to you	29%	*	*	*	*
The salary or pay offered at new job opportunities	28%	*	*	*	*
The amount of time it is taking to find a new job	26%	*	*	*	*
The amount of new jobs opportunities available to you	25%	*	*	*	*
The amount of flexibility offered by new job opportunities (such as work from home or work flexible hours)	24%	*	*	*	*

\*Base size too small

### a. The benefits offered by new job opportunities

	Total (N=59)	Gen Z	Millennial	Gen X	Baby Boomer
Very good	15%	*	*	*	*
Good	14%	*	*	*	*
Acceptable	30%	*	*	*	*
Poor	17%	*	*	*	*
Very poor	12%	*	*	*	*
Don't know	10%	*	*	*	*
Not important to me	2%	*	*	*	*
Skipped	-	*	*	*	*
<b>Good (Net)</b>	<b>29%</b>	<b>*</b>	<b>*</b>	<b>*</b>	<b>*</b>
<b>Poor (Net)</b>	<b>29%</b>	<b>*</b>	<b>*</b>	<b>*</b>	<b>*</b>

\*Base size too small

## TOPLINE & METHODOLOGY

### b. The salary or pay offered at new job opportunities

	<b>Total (N=59)</b>	<b>Gen Z</b>	<b>Millennial</b>	<b>Gen X</b>	<b>Baby Boomer</b>
Very good	16%	*	*	*	*
Good	12%	*	*	*	*
Acceptable	31%	*	*	*	*
Poor	16%	*	*	*	*
Very poor	10%	*	*	*	*
Don't know	14%	*	*	*	*
Not important to me	1%	*	*	*	*
Skipped	-	*	*	*	*
<b>Good (Net)</b>	<b>28%</b>	*	*	*	*
<b>Poor (Net)</b>	<b>26%</b>	*	*	*	*

\*Base size too small

### c. The amount of flexibility offered by new job opportunities (such as work from home or work flexible hours)

	<b>Total (N=59)</b>	<b>Gen Z</b>	<b>Millennial</b>	<b>Gen X</b>	<b>Baby Boomer</b>
Very good	13%	*	*	*	*
Good	11%	*	*	*	*
Acceptable	37%	*	*	*	*
Poor	22%	*	*	*	*
Very poor	7%	*	*	*	*
Don't know	11%	*	*	*	*
Not important to me	-	*	*	*	*
Skipped	-	*	*	*	*
<b>Good (Net)</b>	<b>24%</b>	*	*	*	*
<b>Poor (Net)</b>	<b>28%</b>	*	*	*	*

\*Base size too small

### d. The types of new jobs opportunities available to you

	<b>Total (N=59)</b>	<b>Gen Z</b>	<b>Millennial</b>	<b>Gen X</b>	<b>Baby Boomer</b>
Very good	18%	*	*	*	*
Good	11%	*	*	*	*
Acceptable	36%	*	*	*	*
Poor	23%	*	*	*	*
Very poor	8%	*	*	*	*
Don't know	6%	*	*	*	*
Not important to me	-	*	*	*	*
Skipped	-	*	*	*	*
<b>Good (Net)</b>	<b>29%</b>	*	*	*	*
<b>Poor (Net)</b>	<b>30%</b>	*	*	*	*

\*Base size too small

## TOPLINE & METHODOLOGY

e. The amount of time it is taking to find a new job

	<b>Total (N=59)</b>	<b>Gen Z</b>	<b>Millennial</b>	<b>Gen X</b>	<b>Baby Boomer</b>
Very good	15%	*	*	*	*
Good	11%	*	*	*	*
Acceptable	27%	*	*	*	*
Poor	16%	*	*	*	*
Very poor	17%	*	*	*	*
Don't know	10%	*	*	*	*
Not important to me	3%	*	*	*	*
Skipped	2%	*	*	*	*
<i>Good (Net)</i>	<i>26%</i>	<i>*</i>	<i>*</i>	<i>*</i>	<i>*</i>
<i>Poor (Net)</i>	<i>32%</i>	<i>*</i>	<i>*</i>	<i>*</i>	<i>*</i>

\*Base size too small

f. The amount of new jobs opportunities available to you

	<b>Total (N=59)</b>	<b>Gen Z</b>	<b>Millennial</b>	<b>Gen X</b>	<b>Baby Boomer</b>
Very good	15%	*	*	*	*
Good	10%	*	*	*	*
Acceptable	35%	*	*	*	*
Poor	24%	*	*	*	*
Very poor	11%	*	*	*	*
Don't know	5%	*	*	*	*
Not important to me	-	*	*	*	*
Skipped	-	*	*	*	*
<i>Good (Net)</i>	<i>25%</i>	<i>*</i>	<i>*</i>	<i>*</i>	<i>*</i>
<i>Poor (Net)</i>	<i>36%</i>	<i>*</i>	<i>*</i>	<i>*</i>	<i>*</i>

\*Base size too small



## TOPLINE & METHODOLOGY

3. [ASKED IF Employed Full-time, Part-time or Self-employed] Have would you rate your current job for the following?

### Total Good Summary

	<b>Total (N=585)</b>	<b>Gen Z (N=56)</b>	<b>Millennial (N=175)</b>	<b>Gen X (N=200)</b>	<b>Baby Boomer (N=154)</b>
The benefits offered by your current job	61%	61%	55%	63%	66%
The salary or pay offered by your current job	55%	56%	51%	56%	59%
The amount of flexibility offered by new job opportunities (such as work from home or work flexible hours)	51%	49%	54%	48%	51%
The types of new jobs opportunities that were available to you	37%	45%	40%	34%	35%
The ability to be promoted to a higher position at your current job	31%	41%	37%	28%	23%

### a. The benefits offered by your current job

	<b>Total (N=585)</b>	<b>Gen Z (N=56)</b>	<b>Millennial (N=175)</b>	<b>Gen X (N=200)</b>	<b>Baby Boomer (N=154)</b>
Very good	32%	30%	31%	31%	34%
Good	29%	31%	24%	31%	32%
Acceptable	20%	21%	21%	24%	13%
Poor	6%	5%	8%	3%	8%
Very poor	5%	5%	6%	4%	4%
Don't know	2%	1%	4%	1%	1%
Not important to me	6%	8%	6%	5%	9%
Skipped	-	-	-	-	-
<b>Good (Net)</b>	<b>61%</b>	<b>61%</b>	<b>55%</b>	<b>63%</b>	<b>66%</b>
<b>Poor (Net)</b>	<b>11%</b>	<b>10%</b>	<b>14%</b>	<b>8%</b>	<b>12%</b>

## TOPLINE & METHODOLOGY

### b. The salary or pay offered by your current job

	<b>Total (N=585)</b>	<b>Gen Z (N=56)</b>	<b>Millennial (N=175)</b>	<b>Gen X (N=200)</b>	<b>Baby Boomer (N=154)</b>
Very good	25%	24%	25%	23%	30%
Good	30%	31%	26%	33%	29%
Acceptable	31%	29%	34%	32%	25%
Poor	9%	6%	8%	7%	13%
Very poor	3%	5%	4%	3%	1%
Don't know	*	-	1%	-	-
Not important to me	3%	4%	3%	2%	3%
Skipped	-	-	-	-	-
<b>Good (Net)</b>	<b>55%</b>	<b>56%</b>	<b>51%</b>	<b>56%</b>	<b>59%</b>
<b>Poor (Net)</b>	<b>12%</b>	<b>12%</b>	<b>12%</b>	<b>10%</b>	<b>13%</b>

### c. The amount of flexibility offered by new job opportunities (such as work from home or work flexible hours)

	<b>Total (N=585)</b>	<b>Gen Z (N=56)</b>	<b>Millennial (N=175)</b>	<b>Gen X (N=200)</b>	<b>Baby Boomer (N=154)</b>
Very good	32%	32%	35%	28%	33%
Good	19%	17%	19%	20%	18%
Acceptable	19%	19%	17%	19%	21%
Poor	11%	7%	10%	14%	12%
Very poor	8%	14%	8%	7%	5%
Don't know	4%	7%	6%	4%	2%
Not important to me	7%	4%	6%	8%	9%
Skipped	-	-	-	-	-
<b>Good (Net)</b>	<b>51%</b>	<b>49%</b>	<b>54%</b>	<b>48%</b>	<b>51%</b>
<b>Poor (Net)</b>	<b>19%</b>	<b>21%</b>	<b>17%</b>	<b>21%</b>	<b>18%</b>

### d. The ability to be promoted to a higher position at your current job

	<b>Total (N=585)</b>	<b>Gen Z (N=56)</b>	<b>Millennial (N=175)</b>	<b>Gen X (N=200)</b>	<b>Baby Boomer (N=154)</b>
Very good	14%	20%	14%	13%	11%
Good	18%	21%	22%	15%	12%
Acceptable	27%	27%	29%	28%	22%
Poor	16%	6%	14%	18%	23%
Very poor	10%	13%	7%	11%	10%
Don't know	4%	5%	6%	3%	3%
Not important to me	11%	9%	7%	12%	18%
Skipped	*	-	-	-	1%
<b>Good (Net)</b>	<b>31%</b>	<b>41%</b>	<b>37%</b>	<b>28%</b>	<b>23%</b>
<b>Poor (Net)</b>	<b>26%</b>	<b>19%</b>	<b>21%</b>	<b>30%</b>	<b>33%</b>

## TOPLINE & METHODOLOGY

e. The types of new jobs opportunities that were available to you

	Total (N=585)	Gen Z (N=56)	Millennial (N=175)	Gen X (N=200)	Baby Boomer (N=154)
Very good	15%	19%	17%	11%	14%
Good	23%	26%	22%	23%	21%
Acceptable	26%	17%	29%	29%	23%
Poor	15%	12%	11%	18%	18%
Very poor	6%	10%	5%	5%	3%
Don't know	7%	7%	7%	7%	7%
Not important to me	10%	9%	8%	8%	14%
Skipped	-	-	-	-	-
<b>Good (Net)</b>	<b>37%</b>	<b>45%</b>	<b>40%</b>	<b>34%</b>	<b>35%</b>
<b>Poor (Net)</b>	<b>20%</b>	<b>22%</b>	<b>16%</b>	<b>23%</b>	<b>21%</b>

4. What is your current working status and, if you are not currently working, are you currently receiving unemployment benefits?

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Currently working	56%	65%	72%	74%	32%
Not currently working and not receiving unemployment benefits	39%	30%	23%	22%	63%
Not currently working and receiving unemployment benefits	4%	5%	4%	4%	3%
Skipped	1%	-	1%	1%	2%

5. [ASKED IF Q4 = Not currently working and receiving unemployment benefits] How would you rate the unemployment benefits you are receiving?

	Total (N=37)	Gen Z (N=4)	Millennial (N=9)	Gen X (N=9)	Baby Boomer (N=15)
Very good	20%	-	15%	57%	4%
Good	17%	20%	50%	-	-
Acceptable	22%	50%	17%	15%	18%
Poor	12%	30%	-	14%	14%
Very poor	5%	-	-	13%	6%
Don't know	24%	-	19%	-	58%
Skipped	-	-	-	-	-
<b>Good (Net)</b>	<b>37%</b>	<b>20%</b>	<b>64%</b>	<b>57%</b>	<b>4%</b>
<b>Poor (Net)</b>	<b>18%</b>	<b>30%</b>	<b>-</b>	<b>28%</b>	<b>20%</b>

## TOPLINE & METHODOLOGY

6. **[ASKED IF Employed Full-time, Part-time or Self-employed]** To what extent do you agree or disagree with the following statements?

### Total Agree Summary

	<b>Total (N=585)</b>	<b>Gen Z (N=56)</b>	<b>Millennial (N=175)</b>	<b>Gen X (N=200)</b>	<b>Baby Boomer (N=154)</b>
I trust my team or coworkers to support my work activities	65%	68%	62%	65%	65%
If things get hard, my supervisor will support me	56%	62%	56%	57%	52%
I know what resources are available for mental health at my company	54%	40%	54%	58%	58%
I get emotional support from at least one person in my office	50%	51%	47%	52%	51%
I feel comfortable expressing my emotions while at work	43%	38%	43%	43%	45%
I feel comfortable talking about mental health at my company	38%	40%	39%	37%	39%
My company's leadership prioritizes mental health at work	35%	33%	35%	33%	36%
The stress from my job affects my relationships with my friends or family	22%	18%	28%	21%	15%
I'm afraid to go on vacation because I might lose my job or things will fall apart	13%	25%	15%	10%	6%
The frustration or stress from my job causes me to cry regularly	6%	4%	9%	8%	3%

## TOPLINE & METHODOLOGY

a. I'm afraid to go on vacation because I might lose my job or things will fall apart

	Total (N=585)	Gen Z (N=56)	Millennial (N=175)	Gen X (N=200)	Baby Boomer (N=154)
Strongly agree	4%	12%	4%	4%	1%
Agree	9%	14%	11%	7%	6%
Neither agree nor disagree	18%	13%	21%	20%	16%
Disagree	30%	34%	30%	33%	22%
Strongly disagree	39%	28%	33%	37%	56%
Skipped	*	-	1%	-	-
<i>Agree (Net)</i>	<i>13%</i>	<i>25%</i>	<i>15%</i>	<i>10%</i>	<i>6%</i>
<i>Disagree (Net)</i>	<i>69%</i>	<i>62%</i>	<i>63%</i>	<i>70%</i>	<i>78%</i>

b. The stress from my job affects my relationships with my friends or family

	Total (N=585)	Gen Z (N=56)	Millennial (N=175)	Gen X (N=200)	Baby Boomer (N=154)
Strongly agree	4%	7%	8%	2%	1%
Agree	18%	11%	20%	20%	14%
Neither agree nor disagree	23%	17%	23%	23%	27%
Disagree	29%	31%	25%	34%	26%
Strongly disagree	26%	34%	23%	20%	32%
Skipped	1%	-	1%	1%	-
<i>Agree (Net)</i>	<i>22%</i>	<i>18%</i>	<i>28%</i>	<i>21%</i>	<i>15%</i>
<i>Disagree (Net)</i>	<i>55%</i>	<i>65%</i>	<i>48%</i>	<i>54%</i>	<i>58%</i>

c. The frustration or stress from my job causes me to cry regularly

	Total (N=585)	Gen Z (N=56)	Millennial (N=175)	Gen X (N=200)	Baby Boomer (N=154)
Strongly agree	2%	2%	3%	3%	1%
Agree	4%	2%	6%	5%	2%
Neither agree nor disagree	16%	17%	19%	14%	13%
Disagree	28%	33%	32%	25%	25%
Strongly disagree	49%	46%	40%	52%	59%
Skipped	*	-	1%	1%	-
<i>Agree (Net)</i>	<i>6%</i>	<i>4%</i>	<i>9%</i>	<i>8%</i>	<i>3%</i>
<i>Disagree (Net)</i>	<i>77%</i>	<i>80%</i>	<i>72%</i>	<i>77%</i>	<i>84%</i>

## TOPLINE & METHODOLOGY

d. I get emotional support from at least one person in my office

	Total (N=585)	Gen Z (N=56)	Millennial (N=175)	Gen X (N=200)	Baby Boomer (N=154)
Strongly agree	14%	8%	16%	11%	17%
Agree	37%	43%	31%	41%	35%
Neither agree nor disagree	28%	29%	26%	29%	28%
Disagree	12%	7%	14%	11%	12%
Strongly disagree	10%	14%	12%	7%	9%
Skipped	1%	-	1%	1%	-
<i>Agree (Net)</i>	<i>50%</i>	<i>51%</i>	<i>47%</i>	<i>52%</i>	<i>51%</i>
<i>Disagree (Net)</i>	<i>22%</i>	<i>21%</i>	<i>27%</i>	<i>18%</i>	<i>21%</i>

e. I trust my team or coworkers to support my work activities

	Total (N=585)	Gen Z (N=56)	Millennial (N=175)	Gen X (N=200)	Baby Boomer (N=154)
Strongly agree	17%	8%	16%	17%	24%
Agree	47%	60%	46%	49%	41%
Neither agree nor disagree	24%	20%	23%	26%	25%
Disagree	6%	3%	9%	5%	4%
Strongly disagree	5%	9%	5%	4%	4%
Skipped	1%	-	1%	-	2%
<i>Agree (Net)</i>	<i>65%</i>	<i>68%</i>	<i>62%</i>	<i>65%</i>	<i>65%</i>
<i>Disagree (Net)</i>	<i>11%</i>	<i>12%</i>	<i>14%</i>	<i>9%</i>	<i>8%</i>

f. If things get hard, my supervisor will support me

	Total (N=585)	Gen Z (N=56)	Millennial (N=175)	Gen X (N=200)	Baby Boomer (N=154)
Strongly agree	18%	13%	19%	19%	20%
Agree	38%	49%	38%	39%	32%
Neither agree nor disagree	31%	25%	29%	33%	35%
Disagree	6%	1%	10%	3%	8%
Strongly disagree	6%	12%	3%	6%	5%
Skipped	1%	-	1%	1%	1%
<i>Agree (Net)</i>	<i>56%</i>	<i>62%</i>	<i>56%</i>	<i>57%</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>12%</i>	<i>13%</i>	<i>13%</i>	<i>9%</i>	<i>12%</i>

## TOPLINE & METHODOLOGY

g. My company's leadership prioritizes mental health at work

	Total (N=585)	Gen Z (N=56)	Millennial (N=175)	Gen X (N=200)	Baby Boomer (N=154)
Strongly agree	9%	9%	9%	6%	12%
Agree	26%	23%	26%	27%	25%
Neither agree nor disagree	40%	39%	40%	41%	40%
Disagree	15%	15%	15%	15%	15%
Strongly disagree	10%	13%	9%	10%	8%
Skipped	*	-	1%	-	-
<i>Agree (Net)</i>	<i>35%</i>	<i>33%</i>	<i>35%</i>	<i>33%</i>	<i>36%</i>
<i>Disagree (Net)</i>	<i>25%</i>	<i>29%</i>	<i>24%</i>	<i>26%</i>	<i>23%</i>

h. I feel comfortable talking about mental health at my company

	Total (N=585)	Gen Z (N=56)	Millennial (N=175)	Gen X (N=200)	Baby Boomer (N=154)
Strongly agree	11%	10%	11%	10%	15%
Agree	27%	30%	28%	27%	24%
Neither agree nor disagree	37%	42%	32%	41%	35%
Disagree	16%	10%	19%	15%	19%
Strongly disagree	8%	9%	10%	7%	6%
Skipped	1%	-	1%	1%	1%
<i>Agree (Net)</i>	<i>38%</i>	<i>40%</i>	<i>39%</i>	<i>37%</i>	<i>39%</i>
<i>Disagree (Net)</i>	<i>24%</i>	<i>19%</i>	<i>28%</i>	<i>22%</i>	<i>25%</i>

i. I know what resources are available for mental health at my company

	Total (N=585)	Gen Z (N=56)	Millennial (N=175)	Gen X (N=200)	Baby Boomer (N=154)
Strongly agree	14%	8%	12%	13%	20%
Agree	41%	32%	42%	45%	39%
Neither agree nor disagree	25%	32%	20%	24%	29%
Disagree	14%	12%	17%	13%	10%
Strongly disagree	7%	16%	9%	5%	3%
Skipped	*	-	1%	1%	-
<i>Agree (Net)</i>	<i>54%</i>	<i>40%</i>	<i>54%</i>	<i>58%</i>	<i>58%</i>
<i>Disagree (Net)</i>	<i>21%</i>	<i>28%</i>	<i>26%</i>	<i>18%</i>	<i>13%</i>

## TOPLINE & METHODOLOGY

j. I feel comfortable expressing my emotions while at work

	<b>Total (N=585)</b>	<b>Gen Z (N=56)</b>	<b>Millennial (N=175)</b>	<b>Gen X (N=200)</b>	<b>Baby Boomer (N=154)</b>
Strongly agree	11%	7%	11%	9%	16%
Agree	32%	31%	31%	34%	29%
Neither agree nor disagree	31%	33%	29%	34%	31%
Disagree	19%	17%	20%	19%	17%
Strongly disagree	7%	12%	8%	3%	6%
Skipped	1%	-	1%	1%	1%
<i>Agree (Net)</i>	<i>43%</i>	<i>38%</i>	<i>43%</i>	<i>43%</i>	<i>45%</i>
<i>Disagree (Net)</i>	<i>26%</i>	<i>30%</i>	<i>28%</i>	<i>23%</i>	<i>24%</i>



## TOPLINE & METHODOLOGY

### About the Study

This poll was conducted May 14 – 17, 2021, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,031 general population adults age 18 or older. The sample includes 88 Gen Zers, 235 Millennials, 259 Gen Xers, and 449 Baby Boomers. Generation Z includes ages 18-25, Millennials include ages 26-39, Generation X includes ages 40-55, and Baby Boomers include ages older than 55.

The margin of sampling error is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.18. The margin of sampling error is higher and varies for results based on other sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, race/ethnicity by gender, race/ethnicity by age, and race/ethnicity by education. The demographic benchmarks came from the 2019 March supplement of the U.S. Census Bureau's Current Population Survey (CPS). The weighting categories were as follows:

- Gender (Male, Female) by Age (18–25, 26–39, 40-54 and 55+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Latinx, Asian, Other)
- Education (High School graduate or less, Some College, Bachelor and beyond)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Gender (Male, Female)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Age (18-44, 45+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Education (Some College or less, Bachelor and beyond)





## TOPLINE & 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 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).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP [www.ipsos.com](http://www.ipsos.com)

