



## TOPLINE & METHODOLOGY

### Support for drafting women to the military has decreased since 2016 More men than women support including women in the military draft

**Washington, DC, August 4, 2021** – A new Ipsos poll finds that support for drafting women into the military has decreased since 2016. The poll also finds that two-thirds of Americans believe extreme heat has become more frequent compared to ten years ago. Fewer Americans say the same for other extreme weather events. In addition, findings show that re-watching a favorite tv-show or movie is Americans' favorite way to relax or form of self-care.

#### Detailed Findings

1. Two-thirds of Americans say extreme heat has become more frequent compared to ten years ago (64%)
  - Fewer Americans say the same for other extreme weather events such as poor air quality/air pollution (48%), droughts (45%), and flooding (44%).
  - The percent of Americans stating extreme cold is more frequent compared to ten years ago has declined from 46% in 2018 to 31% in August 2021. Similarly, the percent saying the same for blizzards went down from 30% in 2018 to 17% in 2021.
2. Support for drafting women into the military has decreased significantly since 2016
  - In 2016, 63% of Americans supported drafting women, as well as men, if the military draft were reinstated. In this most recent poll, only 45% of Americans are in favor.
  - In 2021, over half of all men (55%) support drafting women, compared to about a third (36%) of women.
3. Swimming and gymnastics are the most popular events to watch in the Tokyo Olympics
  - Fifty-four percent of Americans have not watched any of the Olympics so far. Among those that are watching, swimming (73%) and gymnastics (70%) were the most popular events.
  - Those who are watching the Olympics are enjoying watching. Four in five (81%) of those watching the Olympics say they have enjoyed watching.
  - Skateboarding is the event attracting the most new viewers. One in five (19%) viewers say this Olympics is the first time they have watched the sport.
4. Re-watching a favorite tv-show is America's favorite way to relax or form of self-care (54%)
  - Other popular self-care activities included going for a walk (49%), reading (47%), and exercise (42%).
  - Women are more likely than men to hang out with friends as a way to relax. Two in five (41%) women say they go out to eat or drink with friends and one-third (32%) say they hang out at home with friends to relax. Only 33% and 24% of men say the same.
  - One in ten (10%) men say they don't do anything to relax, two times more than the number of women (5%) that say the same.





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These are the findings of an Ipsos poll conducted between July 30-August 2, 2021. For this study, a sample of 1,015 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 3.4 percentage points for all respondents.

### Ipsos Poll

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

Interview dates: July 30 – August 2, 2021

Number of interviews: 1015

Number of North Eastern interviews: 177

Number of Midwestern interviews: 232

Number of Southern interviews: 367

Number of Western interviews: 239

Number of Male interviews: 528

Number of Female interviews: 487

Number of Gen Z interviews: 84

Number of Millennial interviews: 211

Number of Gen X interviews: 279

Number of Baby Boomer interviews: 441

Margin of error: +/- 3.4 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. Compared to ten years ago, do you think the following have become more or less frequent where you live, or has there been no change?

#### Trend Data Total More Frequent Summary

	2017 (N=1009)	2018 (N=966)	April 2021 (N=1003)	August 2021 (N=1015)
Extreme heat	N/A	N/A	N/A	64%
Poor air quality/air pollution	N/A	N/A	N/A	48%
Droughts	41%	39%	33%	45%
Flooding	42%	47%	39%	44%
Severe thunderstorms	40%	44%	37%	39%
Wildfires	N/A	40%	41%	39%
Hurricanes or tropical storms	27%	38%	35%	31%
Extreme cold	N/A	46%	37%	31%
Tornadoes	N/A	N/A	31%	26%
Blizzards	22%	30%	22%	17%
Earthquakes	N/A	20%	20%	15%





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### August 2021 Total More Frequent Summary

	<b>Total (N=1015)</b>	<b>North East (N=177)</b>	<b>Midwest (N=232)</b>	<b>South (N=367)</b>	<b>West (N=239)</b>
Extreme heat	64%	59%	61%	63%	72%
Poor air quality/air pollution	48%	45%	48%	43%	60%
Droughts	45%	35%	44%	37%	65%
Flooding	44%	48%	44%	50%	32%
Severe thunderstorms	39%	46%	35%	47%	23%
Wildfires	39%	26%	32%	28%	72%
Hurricanes or tropical storms	31%	34%	24%	43%	16%
Extreme cold	31%	33%	32%	34%	21%
Tornadoes	26%	31%	28%	28%	17%
Blizzards	17%	22%	21%	15%	12%
Earthquakes	15%	13%	11%	17%	18%

#### a. Severe thunderstorms

	<b>Total</b>	<b>North East</b>	<b>Midwest</b>	<b>South</b>	<b>West</b>
Much more frequent	12%	15%	10%	14%	7%
Somewhat more frequent	27%	30%	25%	33%	16%
No change	46%	41%	48%	42%	54%
Somewhat less frequent	6%	7%	9%	3%	6%
Much less frequent	3%	3%	2%	2%	6%
Don't know	5%	2%	5%	5%	9%
Skipped	2%	3%	2%	*	2%
<i>More frequent (net)</i>	39%	46%	35%	47%	23%
<i>Less frequent (net)</i>	9%	9%	11%	5%	12%

#### b. Droughts

	<b>Total</b>	<b>North East</b>	<b>Midwest</b>	<b>South</b>	<b>West</b>
Much more frequent	19%	13%	12%	12%	40%
Somewhat more frequent	26%	21%	32%	25%	26%
No change	40%	49%	45%	44%	22%
Somewhat less frequent	4%	4%	4%	6%	2%
Much less frequent	3%	5%	2%	4%	1%
Don't know	7%	5%	5%	10%	7%
Skipped	2%	4%	1%	*	2%
<i>More frequent (net)</i>	45%	35%	44%	37%	65%
<i>Less frequent (net)</i>	7%	8%	5%	10%	3%



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### c. Flooding

	<b>Total</b>	<b>North East</b>	<b>Midwest</b>	<b>South</b>	<b>West</b>
Much more frequent	14%	15%	12%	17%	11%
Somewhat more frequent	30%	32%	32%	33%	21%
No change	42%	41%	42%	39%	47%
Somewhat less frequent	4%	3%	4%	1%	8%
Much less frequent	3%	4%	3%	2%	3%
Don't know	7%	3%	7%	7%	9%
Skipped	1%	3%	1%	1%	2%
<i>More frequent (net)</i>	<b>44%</b>	<b>48%</b>	<b>44%</b>	<b>50%</b>	<b>32%</b>
<i>Less frequent (net)</i>	<b>6%</b>	<b>6%</b>	<b>6%</b>	<b>4%</b>	<b>11%</b>

### d. Hurricanes or tropical storms

	<b>Total</b>	<b>North East</b>	<b>Midwest</b>	<b>South</b>	<b>West</b>
Much more frequent	12%	14%	6%	17%	7%
Somewhat more frequent	20%	20%	18%	26%	10%
No change	55%	52%	64%	45%	63%
Somewhat less frequent	3%	8%	2%	2%	4%
Much less frequent	3%	-	4%	3%	3%
Don't know	6%	3%	6%	5%	11%
Skipped	2%	3%	1%	1%	2%
<i>More frequent (net)</i>	<b>31%</b>	<b>34%</b>	<b>24%</b>	<b>43%</b>	<b>16%</b>
<i>Less frequent (net)</i>	<b>6%</b>	<b>8%</b>	<b>5%</b>	<b>5%</b>	<b>7%</b>

### e. Blizzards

	<b>Total</b>	<b>North East</b>	<b>Midwest</b>	<b>South</b>	<b>West</b>
Much more frequent	5%	6%	6%	5%	3%
Somewhat more frequent	12%	15%	15%	10%	9%
No change	56%	45%	50%	60%	62%
Somewhat less frequent	11%	22%	15%	8%	6%
Much less frequent	7%	5%	6%	8%	7%
Don't know	8%	4%	6%	8%	12%
Skipped	1%	3%	2%	*	2%
<i>More frequent (net)</i>	<b>17%</b>	<b>22%</b>	<b>21%</b>	<b>15%</b>	<b>12%</b>
<i>Less frequent (net)</i>	<b>18%</b>	<b>27%</b>	<b>21%</b>	<b>16%</b>	<b>12%</b>

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### f. Wildfires

	<b>Total</b>	<b>North East</b>	<b>Midwest</b>	<b>South</b>	<b>West</b>
Much more frequent	22%	14%	17%	13%	46%
Somewhat more frequent	18%	12%	15%	16%	26%
No change	48%	61%	56%	55%	21%
Somewhat less frequent	1%	2%	-	2%	1%
Much less frequent	3%	4%	3%	5%	1%
Don't know	7%	5%	8%	10%	3%
Skipped	1%	2%	2%	1%	2%
<i>More frequent (net)</i>	<b>39%</b>	<b>26%</b>	<b>32%</b>	<b>28%</b>	<b>72%</b>
<i>Less frequent (net)</i>	<b>5%</b>	<b>6%</b>	<b>3%</b>	<b>7%</b>	<b>2%</b>

### g. Earthquakes

	<b>Total</b>	<b>North East</b>	<b>Midwest</b>	<b>South</b>	<b>West</b>
Much more frequent	5%	5%	3%	4%	6%
Somewhat more frequent	11%	9%	8%	12%	12%
No change	68%	71%	73%	65%	66%
Somewhat less frequent	3%	3%	2%	2%	5%
Much less frequent	4%	6%	5%	5%	1%
Don't know	9%	5%	7%	11%	10%
Skipped	1%	3%	2%	*	1%
<i>More frequent (net)</i>	<b>15%</b>	<b>13%</b>	<b>11%</b>	<b>17%</b>	<b>18%</b>
<i>Less frequent (net)</i>	<b>7%</b>	<b>8%</b>	<b>8%</b>	<b>7%</b>	<b>6%</b>

### h. Tornadoes

	<b>Total</b>	<b>North East</b>	<b>Midwest</b>	<b>South</b>	<b>West</b>
Much more frequent	7%	10%	7%	8%	4%
Somewhat more frequent	19%	20%	21%	20%	12%
No change	59%	55%	54%	58%	65%
Somewhat less frequent	4%	1%	8%	3%	3%
Much less frequent	4%	4%	3%	4%	2%
Don't know	8%	6%	6%	6%	13%
Skipped	1%	3%	1%	*	1%
<i>More frequent (net)</i>	<b>26%</b>	<b>31%</b>	<b>28%</b>	<b>28%</b>	<b>17%</b>
<i>Less frequent (net)</i>	<b>7%</b>	<b>6%</b>	<b>11%</b>	<b>7%</b>	<b>5%</b>

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### i. Poor air quality / air pollution

	<b>Total</b>	<b>North East</b>	<b>Midwest</b>	<b>South</b>	<b>West</b>
Much more frequent	19%	16%	12%	18%	27%
Somewhat more frequent	30%	29%	35%	25%	33%
No change	38%	39%	39%	43%	27%
Somewhat less frequent	4%	4%	4%	5%	4%
Much less frequent	2%	3%	3%	2%	2%
Don't know	6%	6%	7%	6%	6%
Skipped	2%	3%	1%	1%	2%
<i>More frequent (net)</i>	<b>48%</b>	<b>45%</b>	<b>48%</b>	<b>43%</b>	<b>60%</b>
<i>Less frequent (net)</i>	<b>7%</b>	<b>7%</b>	<b>6%</b>	<b>7%</b>	<b>6%</b>

### j. Extreme cold

	<b>Total</b>	<b>North East</b>	<b>Midwest</b>	<b>South</b>	<b>West</b>
Much more frequent	9%	10%	10%	10%	6%
Somewhat more frequent	22%	23%	23%	24%	15%
No change	44%	43%	38%	45%	50%
Somewhat less frequent	15%	16%	21%	12%	16%
Much less frequent	4%	2%	3%	4%	4%
Don't know	5%	3%	5%	5%	7%
Skipped	1%	2%	1%	*	2%
<i>More frequent (net)</i>	<b>31%</b>	<b>33%</b>	<b>32%</b>	<b>34%</b>	<b>21%</b>
<i>Less frequent (net)</i>	<b>19%</b>	<b>18%</b>	<b>23%</b>	<b>16%</b>	<b>20%</b>

### k. Extreme heat

	<b>Total</b>	<b>North East</b>	<b>Midwest</b>	<b>South</b>	<b>West</b>
Much more frequent	28%	23%	18%	30%	38%
Somewhat more frequent	36%	36%	43%	33%	34%
No change	27%	26%	35%	27%	20%
Somewhat less frequent	3%	6%	1%	4%	2%
Much less frequent	2%	3%	*	2%	2%
Don't know	3%	3%	2%	3%	3%
Skipped	2%	3%	1%	1%	2%
<i>More frequent (net)</i>	<b>64%</b>	<b>59%</b>	<b>61%</b>	<b>63%</b>	<b>72%</b>
<i>Less frequent (net)</i>	<b>5%</b>	<b>9%</b>	<b>1%</b>	<b>6%</b>	<b>4%</b>



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2. Do you favor or oppose the following:  
**Drafting women, as well as men, if the military draft were reinstated.**

### Trend Data

	<b>2005 (N=1000)</b>	<b>2016 (N=1005)</b>	<b>2021 (N=1015)</b>
Strongly favor	21%	27%	21%
Somewhat favor	21%	36%	24%
Somewhat oppose	15%	20%	15%
Strongly oppose	40%	18%	20%
Not sure	3%	-	18%
Skipped	N/A	N/A	2%
<i>Favor (net)</i>	42%	63%	45%
<i>Oppose (net)</i>	55%	38%	36%

### Current Data

	<b>Total (N=1015)</b>	<b>Male (N=528)</b>	<b>Female (N=487)</b>
Strongly favor	21%	30%	13%
Somewhat favor	24%	25%	23%
Somewhat oppose	15%	13%	17%
Strongly oppose	20%	16%	25%
Not sure	18%	15%	20%
Skipped	2%	1%	2%
<i>Favor (net)</i>	45%	55%	36%
<i>Oppose (net)</i>	36%	29%	42%

3. Have you watched any of the following events from the Olympics in Tokyo?

	<b>Total (N=1015)</b>	<b>Gen Z (N=84)</b>	<b>Millennial (N=211)</b>	<b>Gen X (N=279)</b>	<b>Baby Boomer (N=441)</b>
Swimming	35%	36%	32%	30%	40%
Gymnastics	33%	29%	31%	29%	39%
Beach Volleyball	22%	18%	20%	20%	25%
Diving	20%	18%	17%	16%	26%
Basketball	13%	18%	13%	10%	15%
Skateboarding	13%	9%	13%	13%	14%
Soccer	12%	17%	8%	12%	13%
Archery	10%	10%	9%	9%	12%
Softball	8%	7%	5%	9%	10%
Badminton	6%	6%	6%	6%	5%
Surfing	6%	6%	5%	4%	8%
Tennis	6%	6%	5%	6%	7%
Baseball	3%	4%	3%	2%	4%
Karate	3%	2%	4%	3%	3%
Other	8%	6%	6%	9%	10%
I haven't watched any of the Olympics	54%	52%	54%	60%	50%
Skipped	1%	2%	2%	-	*



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4. [Q3 ≠ I haven't watched any of the Olympics] Have you watched any of these events for the first time?

	Total (N=485)	Gen Z (N=40)	Millennial (N=97)	Gen X (N=117)	Baby Boomer (N=231)
Skateboarding	19%	12%	16%	24%	21%
Surfing	9%	7%	8%	9%	11%
Archery	8%	4%	10%	11%	7%
Badminton	5%	4%	6%	5%	5%
Softball	2%	3%	1%	3%	1%
Beach Volleyball	2%	5%	1%	2%	3%
Gymnastics	2%	10%	-	-	1%
Swimming	2%	10%	1%	1%	2%
Karate	2%	-	4%	3%	2%
Baseball	1%	-	2%	-	*
Diving	1%	3%	1%	-	1%
Soccer	1%	6%	2%	-	*
Tennis	1%	-	4%	1%	1%
Basketball	*	2%	-	-	*
Other	6%	10%	3%	7%	6%
I haven't watched any events for the first time	56%	43%	49%	54%	64%
Skipped	5%	8%	10%	3%	3%

5. [Q3 ≠ I haven't watched any of the Olympics] To what extent would you say you have enjoyed watching the Olympics so far?

	Total (N=485)	Gen Z (N=40)	Millennial (N=97)	Gen X (N=117)	Baby Boomer (N=231)
Really enjoying watching	30%	29%	29%	34%	27%
Somewhat enjoying watching	51%	53%	46%	49%	54%
Not really enjoying watching	12%	12%	12%	11%	11%
Not at all enjoying watching	4%	4%	6%	3%	4%
Don't know	4%	2%	7%	2%	4%
Skipped	-	-	-	-	-
<i>Enjoying Watching (Net)</i>	81%	82%	75%	84%	82%
<i>Not Enjoying Watching (Net)</i>	16%	16%	18%	14%	15%



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6. Do you practice any of the following to relax / as a form of self-care? Please select all that apply.

	<b>Total</b>	<b>Male</b>	<b>Female</b>
Re-watch a favorite TV show or movie	54%	48%	59%
Go for a walk	49%	45%	53%
Read books	47%	37%	56%
Exercise	42%	42%	42%
Go out to eat or drink with friends	37%	33%	41%
Play video games	29%	34%	25%
Hang out with friends at home	28%	24%	32%
Skin or hair care (e.g face masks, hair masks, manicures, etc)	19%	6%	32%
Take a bath / bubble bath	19%	10%	28%
Go to a Spa	7%	3%	10%
I do other things to relax	16%	15%	16%
None of the above	8%	10%	5%
Skipped	1%	1%	*



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### About the Study

This Ipsos poll was conducted July 30 – August 2, 2021, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,015 general population adults age 18 or older. The sample includes 177 North Easterners, 232 Midwesterners, 367 Southerners, 239 Westerners, 528 Males, 487 Females, 84 Gen Zers, 211 Millennials, 279 Gen Xers, and 441 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 3.4 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 1.21. 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 American Community Survey (ACS) except for the metropolitan status, which is not available from the 1-year ACS data, were obtained from the 2020 March Supplement of the Current Population Survey (CPS).

- 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 (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West) by 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)





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### 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).

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