



PUBLIC POLL FINDINGS AND METHODOLOGY

The kids are all right (and interested in getting vaccinated)

New FiveThirtyEight/Ipsos poll examines sentiments of both parents and school-aged children, finding that children are retaining a positive outlook through the pandemic, and parents and teens aren't that far apart on views toward vaccines

Topline Findings

Washington, DC, November 10, 2021 – A new FiveThirtyEight/Ipsos poll of parents of kids under 18, children ages 5-11, and teens (in this case considered ages 12-17) examines how parents and children alike are doing in the wake of the COVID-19 pandemic. The survey finds that American school-aged children largely have a positive outlook on their mental health, their ability to do well in school, and their home/social life. However, more express concerns with these areas of their lives when compared to before the COVID-19 pandemic.

The survey was fielded just prior to children ages 5-11 becoming eligible for the Pfizer-BioNTech COVID-19 vaccine, offering a first look at vaccine perceptions among this group. It finds that children 5-11 have formed less of an opinion on the COVID-19 vaccine and that hesitancy is higher among this group compared to teens, where a majority report having already received the vaccine.

Additionally, teens and their parents are similarly in favor of mask and vaccine requirements in schools.

Detailed Findings

1. When asked about their home life, social life, and emotional state, most children age 5-17 are generally feeling good and are engaging with their peers.
 - When asked to describe the emotions they are feeling today, both teens and kids 5-11 are mostly positive. Top emotions for teens are hopeful (31%), motivated/energized (26%), and challenged/tested, in a positive way (17%). Kids 5-11 largely say they are happy (80%).
 - Just one in ten (12% for teens and 10% for kids 5-11) have not participated in a social activity like a play date, party, bus ride, or club meeting in the past month.
 - Large majorities of teens describe their home life (95%), their relationship with their parents (94%), their mental health (90%), their social life (89%), and their sense of connection to others (86%) as good. Similarly, nearly all (96%) kids 5-11 say they feel good right now.
 - A majority of teens indicate that their home life (62%), their relationship with their parents (61%), their physical health (56%), and their mental health (54%) are unchanged since the start of the pandemic, while pluralities say their sense of connectedness (47%) and social life (43%) are unchanged.
2. However, the picture is not all positive and there are challenges to overcome as a result of the COVID-19 pandemic.
 - A sizeable number of teens say that their social life (29%), sense of connectedness (26%), and mental health (24%) are worse since the start of the pandemic.





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- Nearly one in five teens are concerned about their safety when outside the home (20%), their mental health (18%), and their friend group (17%)— up from 12%, 9%, and 10%, respectively, compared to before the COVID-19 pandemic.
 - Parents are more concerned about their teen’s safety outside the home (47% vs. 20%), risk of getting COVID-19 (41% vs 27%), mental health (34% vs. 18%), their friend group (27% vs. 17%), and ability to participate in extracurriculars (27% vs. 15%) than their teens are.
 - i. The only aspect where parents (31%) and teens (25%) are similarly concerned is in the teen’s ability to do well in school.
3. Education has been at the forefront of the COVID-19 narrative in regard to children. More teens are concerned about their ability to do well in school now compared to before the COVID-19 pandemic. Overall, students feel their teachers and administrators do a good job protecting them from COVID.
- One in four (25%) teens 12-17 are concerned about their ability to do well in school, up from 17% pre-COVID.
 - Nearly all teens (83%) and children 5-11 (91%) believe their teachers and school administrators are doing a good job at keeping them safe from COVID-19.
 - In school, teachers and administrators are the most mask compliant. Majorities of teens (53%) and children 5-11 (58%) say their teachers/admins are wearing masks all the time, while 80% and 81%, respectively, say they wear them all the time/sometimes.
 - Comparatively, other classmates wear masks less frequently. Roughly two in five teens (34%) and children 5-11 (39%) say their classmates are wearing masks all the time, while 71% and 75%, respectively, say their classmates wear them all the time/sometimes.
4. Children 5-11 have formed less of an opinion on the COVID-19 vaccine. Hesitancy is higher among this group compared to teens, where a majority report having already received the vaccine.
- Nearly six in ten teens (57%) say they have received the COVID-19 vaccine, with another 5% indicating they would if it were up to them.
 - Children 5-11 are more split in their opinion, with roughly equal shares saying they are very likely (27%) and not at all likely (26%) to get the vaccine if it were up to them.
 - Younger children have a harder time forming an opinion, with nearly one in four (23%) saying they don’t know if they would get the vaccine if it were up to them.
 - Among unvaccinated teens who are not very likely to get one, concern over a lack of testing (45%) is the top reason driving hesitancy, followed by their parents (27%), and safety concerns (25%).
 - Vaccine hesitant kids 5-11 cite their parents (26%) and concerns over a lack of testing (25%) as their primary concern.



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5. Teens generally support mask and vaccine requirements in schools as do their parents.
 - Majorities of teens 12-17 support mask requirements in school (62%), vaccine requirements for teachers and administrators (61%), and vaccine requirements for eligible children 12-17* (57%).
 - Parents and teens are closely aligned in their support of mask and vaccine mandates, with 68% in favor of mask requirements, 60% in favor of vaccine requirements for teachers and administrators, and 54% in favor of vaccine requirements for eligible children 12-17*.

*At the time this survey was fielded only children 12-17 were eligible for the COVID-19 vaccine.

These are the findings of an Ipsos poll conducted between October 25th and November 2nd on behalf of FiveThirtyEight. For this survey, a sample of 1,509 parents of kids under 18, 689 children ages 5-11, and 572 teens (in this case considered ages 12-17) from the continental U.S., Alaska, and Hawaii were interviewed online in English and Spanish.

The margin of sampling error is plus or minus 2.7 percentage points at the 95% confidence level, for results based on the entire sample of parents. The margin of sampling error is plus or minus 4.1 percentage points for children 5-11 years, and 4.2 percentage points for children 12-17 years old at the 95% confidence level.

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

Full Annotated Questionnaire

1. How would you describe the condition of each of these right now?
 - O1. How would you describe the condition of each of these right now?

Your physical health	Parents (N=1509)	Teens 12-17 (N=572)
Very good	33	58
Somewhat good	55	35
Somewhat poor	10	4
Very poor	2	1
Skipped	1	2
Total good (net)	88	93
Total poor (net)	12	5

Your mental health	Parents	Teens 12-17
Very good	43	50
Somewhat good	45	39
Somewhat poor	9	7
Very poor	1	1
Skipped	1	2
Total good (net)	89	90
Total poor (net)	11	8



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1. How would you describe the condition of each of these right now?

O1. How would you describe the condition of each of these right now?

Your home and home-life	Parents	Teens 12-17
Very good	54	60
Somewhat good	39	35
Somewhat poor	6	2
Very poor	1	1
Skipped	*	2
Total good (net)	94	95
Total poor (net)	6	3

Your personal finances	Parents
Very good	31
Somewhat good	49
Somewhat poor	14
Very poor	4
Skipped	1
Total good (net)	81
Total poor (net)	19

Your relationship with your children	Parents
Very good	76
Somewhat good	22
Somewhat poor	2
Very poor	*
Skipped	1
Total good (net)	98
Total poor (net)	2

Your friends and social life	Teens 12-17
Very good	48
Somewhat good	42
Somewhat poor	7
Very poor	2
Skipped	2
Total good (net)	89
Total poor (net)	9



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O1. How would you describe the condition of each of these right now?

Feeling connected and not lonely	Teens 12-17
Very good	45
Somewhat good	41
Somewhat poor	10
Very poor	2
Skipped	2
Total good (net)	86
Total poor (net)	12

Your relationship with your parents	Teens 12-17
Very good	65
Somewhat good	29
Somewhat poor	3
Very poor	1
Skipped	2
Total good (net)	94
Total poor (net)	4

Y1. How do you feel right now?

	Children 5-11 (N=689)
Very good	62
Somewhat good	34
Somewhat poor	3
Very poor	1
Skipped	*
Total good (net)	96
Total poor (net)	3



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2. Now, which of the following words or phrases best describe how you are feeling today?

O3. Now, which of the following words or phrases best describe how you are feeling today?

Y2. Now, which of these words best describe how you are feeling today?

	Parents	Teens 12-17	Children 5-11
Hopeful	-	31	NA
Inspired	48	12	NA
Motivated/Energized	-	26	NA
Relieved	8	7	NA
Challenged/Tested, in a positive way	11	17	NA
Rejuvenated	10	4	NA
Proud	9	16	NA
Resilient	13	9	NA
Stressed/Worried	26	15	NA
Sad	4	2	4
Frustrated	10	10	NA
Angry	1	2	1
Overwhelmed/Burned out	24	12	NA
Confused	1	4	NA
Discouraged	6	2	NA
Challenged/Tested, in a negative way	6	3	NA
Happy	NA	NA	80
Scared	NA	NA	1
Nervous	NA	NA	8
Curious	NA	NA	12
Other/Something else	9	12	10
Skipped	14	2	1



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3. How concerned are you, if at all, about the following aspect of your child or children's lives?

O4. How concerned are you, if at all, about...?

Parents: Their ability to do well in school Teens: Your ability to do well in school	Parents	Teens 12-17
Very concerned	14	8
Somewhat concerned	17	17
A little concerned	28	33
Not at all concerned	40	40
Skipped	1	2
Total concerned (net)	31	25
Total A little/not at all concerned (net)	68	73

Parents: Their ability to do other activities outside of school (i.e., sports, arts, etc.) Teens: Your ability to do other activities outside of school (i.e., sports, arts, etc.)	Parents	Teens 12-17
Very concerned	9	5
Somewhat concerned	18	10
A little concerned	26	27
Not at all concerned	46	56
Skipped	1	2
Total concerned (net)	27	15
Total A little/not at all concerned (net)	72	83

Parents: Their mental health Teens: Your mental health	Parents	Teens 12-17
Very concerned	16	5
Somewhat concerned	18	12
A little concerned	30	22
Not at all concerned	35	58
Skipped	1	2
Total concerned (net)	34	18
Total A little/not at all concerned (net)	65	80



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3. How concerned are you, if at all, about the following aspect of your child or children's lives?

O4. How concerned are you, if at all, about...?

Parents: Their friend group Teens: Your friend group	Parents	Teens 12-17
Very concerned	11	4
Somewhat concerned	16	13
A little concerned	29	24
Not at all concerned	44	57
Skipped	1	2
Total concerned (net)	27	17
Total A little/not at all concerned (net)	73	81

Parents: Their safety while outside the home Teens: Your safety while outside the home	Parents	Teens 12-17
Very concerned	22	7
Somewhat concerned	24	13
A little concerned	36	33
Not at all concerned	17	45
Skipped	1	2
Total concerned (net)	47	20
Total A little/not at all concerned (net)	53	78

Parents: Their risk of getting COVID-19 Teens: Your risk of getting COVID-19	Parents	Teens 12-17
Very concerned	19	8
Somewhat concerned	22	19
A little concerned	31	32
Not at all concerned	27	39
Skipped	1	2
Total concerned (net)	41	27
Total A little/not at all concerned (net)	58	71



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4. How much, if at all, have you discussed the following topics with your child or children in the last two years?
- O5. How much, if at all, have you discussed the following topics with your friends in the last two years?

The COVID-19 pandemic	Parents	Teens 12-17
A great deal	28	17
A fair amount	35	32
A little bit	23	37
Not at all	12	11
Skipped	1	2
A great deal/a fair amount (net)	63	49
A little bit/not at all (net)	36	48

How to stay safe from COVID-19	Parents	Teens 12-17
A great deal	33	15
A fair amount	32	24
A little bit	20	38
Not at all	13	21
Skipped	1	2
A great deal/a fair amount (net)	66	39
A little bit/not at all (net)	33	59

The politics around the COVID-19 pandemic	Parents	Teens 12-17
A great deal	15	11
A fair amount	20	17
A little bit	27	32
Not at all	38	38
Skipped	1	2
A great deal/a fair amount (net)	35	28
A little bit/not at all (net)	64	70

How other people are handling COVID-19 safety	Parents
A great deal	18
A fair amount	31
A little bit	32
Not at all	18
Skipped	1
A great deal/a fair amount (net)	49
A little bit/not at all (net)	50

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4. How much, if at all, have you discussed the following topics with your child or children in the last two years?
- O5. How much, if at all, have you discussed the following topics with your friends in the last two years?

The COVID-19 vaccine	Parents	Teens 12-17
A great deal	23	14
A fair amount	27	23
A little bit	25	42
Not at all	24	18
Skipped	1	2
A great deal/a fair amount (net)	50	38
A little bit/not at all (net)	49	60

5. Overall, how has the COVID-19 pandemic impacted your child or children's education, learning, or progress in school?

	Parents
Major positive impact	1
Minor positive impact	3
Mixed positive and negative	34
Minor negative impact	27
Major negative impact	12
No impact	22
Skipped	1
Total positive impact (net)	4
Total negative impact (net)	39

6. Overall, how has the COVID-19 pandemic impacted your child or children's emotional or mental well-being? How about for ...

	Parents
Major positive impact	1
Minor positive impact	2
Mixed positive and negative	31
Minor negative impact	29
Major negative impact	7
No impact	30
Skipped	1
Total positive impact (net)	2
Total negative impact (net)	36



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7. How much do you support or oppose the following?

O6. How much do you support or oppose...?

Parents: Your local school district requiring everyone in schools, including teachers, students, and administrators, to wear masks Teens: Your school requiring everyone in schools, including teachers, students, and administrators, to wear masks	Parents	Teens 12-17
Strongly support	49	36
Somewhat support	19	26
Somewhat oppose	12	14
Strongly oppose	19	22
Skipped	1	3
Total support (net)	68	62
Total oppose (net)	31	35

Parents: Your local school district requiring all adults in schools, including teachers and administrators, to have the COVID-19 vaccine Teens: Your school requiring all adults in schools, including teachers and administrators, to have the COVID-19 vaccine	Parents	Teens 12-17
Strongly support	40	37
Somewhat support	19	24
Somewhat oppose	12	16
Strongly oppose	27	21
Skipped	1	2
Total support (net)	60	61
Total oppose (net)	39	36



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7. How much do you support or oppose the following?

O6. How much do you support or oppose...?

Parents: Your local school district requiring all eligible students (ages 12+) to have the COVID-19 vaccine Teens: Your school requiring all eligible students (ages 12+) to have the COVID-19 vaccine	Parents	Teens 12-17
Strongly support	34	33
Somewhat support	20	25
Somewhat oppose	13	14
Strongly oppose	33	26
Skipped	1	3
Total support (net)	54	57
Total oppose (net)	45	40



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8. How likely, if at all, are you to have your child get the COVID-19 vaccine, as soon as it's available for your child's age group?

Likelihood to get vaccine for child								
Age of Child	This child already received at least one dose of the COVID-19 vaccine	Likely (net)	Very likely	Somewhat likely	Not likely (net)	Not very likely	Not at all likely	Skipped
0	0	47	32	15	52	6	45	1
1	0	46	27	19	53	19	34	1
2	0	39	31	9	58	19	39	3
3	0	48	29	18	52	13	39	1
4	0	47	35	12	53	17	36	0
5	0	45	28	17	55	19	35	1
6	0	51	32	19	49	13	36	0
7	0	44	28	16	55	16	39	1
8	0	54	38	17	46	19	27	0
9	0	52	39	13	47	17	30	1
10	0	56	36	20	42	12	30	2
11	0	53	35	18	47	15	32	0
12	44	16	9	7	40	14	25	1
13	51	13	4	9	36	10	26	0
14	56	9	4	5	34	8	26	1
15	63	12	7	5	24	10	15	1
16	55	15	8	8	28	8	21	1
17	56	9	3	6	34	11	23	0
Skipped	0	0	0	0	17	0	17	83



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9. How likely, if at all, are you to get the COVID-19 vaccine?

O10. If it were up to you, how likely, if at all, would you be to get the COVID-19 vaccine?

Y9. If it were up to you, how likely, if at all, are you to get the COVID-19 vaccine?

	Parents	Teens 12-17	Children 5-11
I have already received at least one dose of the Covid-19 vaccine	67	57	5
Very likely	3	5	27
Somewhat likely	4	6	12
Not very likely	6	9	6
Not at all likely	19	18	26
Don't know	NA	3	23
Skipped	1	2	2
Total very likely/already have (net)	70	63	31
Total somewhat/not likely (net)	29	33	44

10. Which of these is your main source of news?

	Parents
FOX News	13
CNN	13
MSNBC	5
ABC / CBS / NBC News	23
New York Times, Washington Post, Wall Street Journal, or USA Today	10
Conservative online news (e.g., Breitbart, Daily Caller, Instapundit)	3
Digital or online news	29
Your local newspaper	9
Public television or radio	21
Social media	21
Other	7
None of these	13
Skipped	1



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O2. Since the start of the pandemic, in March 2020, how have each of these changed, if at all?

Your physical health	Teens 12-17
Much worse	1
A little worse	14
No change	56
A little better	15
Much better	12
Skipped	2
Total worse (net)	15
Total better (net)	27

Your mental health	Teens 12-17
Much worse	3
A little worse	21
No change	54
A little better	9
Much better	10
Skipped	2
Total worse (net)	24
Total better (net)	20

Your home and home-life	Teens 12-17
Much worse	1
A little worse	9
No change	62
A little better	12
Much better	15
Skipped	2
Total worse (net)	9
Total better (net)	27



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O2. Since the start of the pandemic, in March 2020, how have each of these changed, if at all?

Your friends and social life	Teens 12-17
Much worse	4
A little worse	24
No change	43
A little better	15
Much better	12
Skipped	2
Total worse (net)	29
Total better (net)	27

Feeling connected and not lonely	Teens 12-17
Much worse	3
A little worse	24
No change	47
A little better	13
Much better	12
Skipped	2
Total worse (net)	26
Total better (net)	25

Your relationship with your parent(s)	Teens 12-17
Much worse	1
A little worse	7
No change	61
A little better	15
Much better	14
Skipped	2
Total worse (net)	7
Total better (net)	30



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O4a. Before the pandemic, how concerned were you, if at all, about...?

Your ability to do well in school	Teens 12-17
Very concerned	7
Somewhat concerned	10
A little concerned	29
Not at all concerned	52
Skipped	2
Total concerned (net)	17
Total a little/not at all concerned (net)	81

Your ability to do other activities outside of school (i.e., sports, arts, etc.)	Teens 12-17
Very concerned	4
Somewhat concerned	6
A little concerned	18
Not at all concerned	70
Skipped	2
Total concerned (net)	10
Total a little/not at all concerned (net)	88

Your mental health	Teens 12-17
Very concerned	4
Somewhat concerned	6
A little concerned	21
Not at all concerned	67
Skipped	2
Total concerned (net)	9
Total a little/not at all concerned (net)	88

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O4a. Before the pandemic, how concerned were you, if at all, about...?

Your friend group	Teens 12-17
Very concerned	3
Somewhat concerned	7
A little concerned	22
Not at all concerned	66
Skipped	2
Total concerned (net)	10
Total a little/not at all concerned (net)	88

Your safety while outside the home	Teens 12-17
Very concerned	4
Somewhat concerned	8
A little concerned	27
Not at all concerned	58
Skipped	2
Total concerned (net)	12
Total a little/not at all concerned (net)	86

- O7. How good or bad of a job do you think these people are doing at keeping you safe from COVID-19?
- Y7. How good or bad of a job do you think these people are doing at keeping you safe from COVID-19?

Your parents or guardians	Teens 12-17	Children 5-11
Very good	66	79
Somewhat good	28	18
Somewhat bad	3	1
Very bad	1	1
Skipped	2	2
Total good (net)	94	96
Total bad (net)	4	2



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- O7. How good or bad of a job do you think these people are doing at keeping you safe from COVID-19?
- Y7. How good or bad of a job do you think these people are doing at keeping you safe from COVID-19?

Teachers and administrators at your school	Teens 12-17	Children 5-11
Very good	33	58
Somewhat good	50	33
Somewhat bad	11	5
Very bad	3	2
Skipped	3	2
Total good (net)	83	91
Total bad (net)	14	7

Local businesses or organizations	Teens 12-17
Very good	17
Somewhat good	60
Somewhat bad	16
Very bad	4
Skipped	3
Total good (net)	77
Total bad (net)	21

Teens: Your friends Children 5 to 11: Your friends and other kids	Teens 12 -17	Children 5-11
Very good	24	37
Somewhat good	58	47
Somewhat bad	13	11
Very bad	2	3
Skipped	3	2
Total good (net)	81	84
Total bad (net)	15	14



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- O7. How good or bad of a job do you think these people are doing at keeping you safe from COVID-19?
- Y7. How good or bad of a job do you think these people are doing at keeping you safe from COVID-19?

The news media	Teens 12-17
Very good	10
Somewhat good	42
Somewhat bad	26
Very bad	19
Skipped	3
Total good (net)	52
Total bad (net)	45

O8. In the last month, have you:

Y6. In the last month, have you:

	Teens 12-17	Children 5-11
Played with a friend inside <u>their</u> house	47	39
Played with a friend inside <u>your</u> house	45	44
Played with a friend outdoors	64	77
Gone to an indoor party	34	35
Ridden a school bus	39	35
Went to a club meeting or played sports inside	41	31
None of the above	12	10
Skipped	2	1

O9. How often do these people wear masks at school to prevent the spread of COVID-19?

Y8. How often do these people wear masks at school to prevent the spread of COVID-19?

Teachers and administrators	Teens 12-17	Children 5-11
At all times	53	58
Sometimes, but not all the time	26	23
Occasionally, but not often	14	8
Never	4	8
Skipped	3	3
At all times/sometimes but not all (net)	80	81
Occasionally, but not often/never (net)	17	17



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O9. How often do these people wear masks at school to prevent the spread of COVID-19?

Y8. How often do these people wear masks at school to prevent the spread of COVID-19?

Your friends	Teens 12-17	Children 5-11
At all times	34	38
Sometimes, but not all the time	36	32
Occasionally, but not often	15	16
Never	12	12
Skipped	3	2
<i>At all times/sometimes but not all (net)</i>	70	70
<i>Occasionally, but not often/never (net)</i>	27	28

Other students	Teens 12-17	Children 5-11
At all times	34	39
Sometimes, but not all the time	37	36
Occasionally, but not often	19	15
Never	7	8
Skipped	3	2
<i>At all times/sometimes but not all (net)</i>	71	75
<i>Occasionally, but not often/never (net)</i>	26	23

You	Teens 12-17	Children 5-11
At all times	49	52
Sometimes, but not all the time	25	24
Occasionally, but not often	11	9
Never	12	13
Skipped	3	2
<i>At all times/sometimes but not all (net)</i>	75	76
<i>Occasionally, but not often/never (net)</i>	23	22





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O11. Why do you say you are not that likely to get the COVID-19 vaccine? (Select all that apply)

Y10. Why do you say you are not that likely to get the COVID-19 vaccine? (Select all that apply)

Base: Have not already received the Covid-19 vaccine or very likely to do so	Teens 12-17 (N=214)	Children 5-11 (N=468)
My parents don't want me to	27	26
COVID-19 isn't that dangerous	13	7
COVID-19 doesn't seriously hurt kids	18	11
The vaccine hasn't been tested enough	45	25
The vaccine isn't safe	25	17
None of my friends are getting the vaccine	9	6
Something else	13	23
None of these	14	23
Skipped	6	3



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About the Study

This FiveThirtyEight/Ipsos poll was conducted October 25th to November 2nd, 2021 by Ipsos using our KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,509 parents of children 0-17. After the parents completed their survey, if they had a child between the ages of 5 and 17, their child was asked to complete a child portion of the survey. If a parent had more than one child aged 5-17, one of their children was randomly selected. If the selected child was aged 12-17, they were asked to complete the survey themselves. If the selected child was aged 5-11, the parent was asked to administer the survey to the child. The survey captured responses from 1,509 parents, 572 teens 12-17, and 689 children 5-11.

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 are randomly sampled from all available households in the U.S. All persons in selected households are invited to join and participate in KnowledgePanel. Ipsos provides selected households that do not already have internet access a tablet and internet connection at no cost to them. 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 methods, 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 study was conducted in English and Spanish. Three sets of weights were produced to ensure proper representation of the populations of interest, namely, (1) 18+ parents with at least one child 0-17 years old; (2) children 5-11 years old; and (3) children 12-17 years old.

The parent data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, if they have child(ren) 0-4 years, if they have child(ren) 5-11 years, and if they have child(ren) 12-17 years. The demographic benchmarks came from 2019 American Community Survey (ACS) from the US Census Bureau with metropolitan status from the 2021 March Supplement of the Current Population Survey (CPS). The weighting categories were as follows:

- Gender (Male, Female) by Age (18–29, 30–44, 45+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other or 2+ Races Non-Hispanic, Hispanic)
- Education (Less than high school, High School graduate, 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+)
- Has at least one child age 0 to 4 (Yes, No)
- Has at least one child age 5 to 11 (Yes, No)
- Has at least one child age 12 to 17 (Yes, No)

The child data were weighted to adjust for gender by age, age by race/ethnicity, age by Census region, age by metropolitan status, and age by household income. The demographic benchmarks also came from 2019 American Community Survey (ACS) from the US Census Bureau with metropolitan status from





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the 2021 March Supplement of the Current Population Survey (CPS). The weighting categories were as follows:

- Gender (Male, Female) by Age (5-9, 10-11, 12-13, 14-17)
- Age (5-11, 12-17) by Race/ethnicity (White/Other/ 2 or more races non-Hispanic, Black non-Hispanic, Hispanic)
- Age (5-11, 12-17) by Census region (Northeast, Midwest, South, West)
- Age (5-11, 12-17) by Metropolitan status (Metro, Non-metro)
- Age (5-11, 12-17) by Household income (Under \$50K, \$50K-<\$100K, \$100K+)

The margin of sampling error is plus or minus 2.7 percentage points at the 95% confidence level, for results based on the entire sample of parents. The margin of sampling error is plus or minus 4.1 percentage points for children 5-11 years, and 4.2 percentage points for children 12-17 years old at the 95% confidence level. The margin of sampling error takes into account the design effect, which was 1.15 for all adults, 1.20 for children 5-11 years old, and 1.06 for children 12-17 years old. The margin of sampling error is higher and varies for results based on 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.

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About Ipsos

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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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