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Ipsos Survey on Abortion Ballot Measures

Conducted by Ipsos using KnowledgePanel®, provided exclusively to USA Today
A survey of the American general population (ages 18+)

Interview dates: August 5-8, 2022

Number of interviews: 1,018

Number of Democrat interviews: 334

Number of Republican interviews: 264

Number of Independent interviews: 319

Total margin of error: +/- 3.5 percentage points at the 95% confidence level

Democrats margin of error: +/- 6.2 percentage points at the 95% confidence level

Republicans margin of error: +/- 6.9 percentage points at the 95% confidence level

Independents margin of error: +/- 6.3 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*

Full Annotated Questionnaire

1. How much would you support or oppose your state using a ballot measure to decide abortion rights at the state level? This means voters would vote yes or no on whether abortion should be legal, when they are casting their ballot for other elected officials.

	Total (N=1,018)	Democrats (N=334)	Republicans (N=264)	Independents (N=319)
Strongly support	35%	43%	37%	31%
Somewhat support	35%	30%	40%	36%
Somewhat oppose	13%	12%	9%	15%
Strongly oppose	15%	13%	14%	18%
Refused	2%	2%	2%	1%
<i>Support (Net)</i>	<i>70%</i>	<i>73%</i>	<i>77%</i>	<i>67%</i>
<i>Oppose (Net)</i>	<i>28%</i>	<i>25%</i>	<i>23%</i>	<i>33%</i>

2. If there was a ballot measure in your state to decide abortion rights, would you vote in favor or against making abortion legal?

	Total	Democrats	Republicans	Independents
In favor of abortion legality	54%	76%	34%	52%
Against / not in favor of abortion legality	28%	10%	54%	27%
Not registered to vote / Unsure	16%	11%	11%	19%
Refused	2%	2%	1%	2%





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3. How familiar, if at all, are you with the recent ballot measure in Kansas that, if passed, would have repealed the state's constitutional protection for abortion, and put the decision in the hands of the legislature?

	Total	Democrats	Republicans	Independents
Very familiar	12%	19%	9%	13%
Somewhat familiar	28%	33%	27%	26%
Heard of, but know almost nothing about it	28%	24%	29%	31%
Have not heard of it	31%	23%	34%	29%
Refused	1%	1%	1%	1%
<i>Familiar (Net)</i>	<i>40%</i>	<i>52%</i>	<i>36%</i>	<i>39%</i>
<i>Unfamiliar (Net)</i>	<i>59%</i>	<i>47%</i>	<i>63%</i>	<i>60%</i>

4. When you think about abortion, which of the following is closest to your personal opinion?

	Total	Democrats	Republicans	Independents
Abortion should be legal in all cases	28%	48%	9%	26%
Abortion should be legal in most cases	32%	34%	23%	37%
Abortion should be illegal in most cases	28%	9%	50%	29%
Abortion should be illegal in all cases	9%	6%	16%	6%
Refused	3%	3%	2%	2%
<i>Should be legal (Net)</i>	<i>60%</i>	<i>82%</i>	<i>32%</i>	<i>63%</i>
<i>Should be illegal (Net)</i>	<i>37%</i>	<i>15%</i>	<i>66%</i>	<i>35%</i>





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About the Study

This Ipsos poll, provided exclusively to USA Today, was conducted August 5-8, 2022, using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,018 adults age 18 or older. The sample includes 334 Democrats, 264 Republicans, and 319 independents.

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 for the total sample were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, and 2020 presidential vote. The demographic benchmarks came from the 2021 March Supplement of the Current Population Survey (CPS). The 2020 vote benchmark comes from the Federal Election Commission's Official 2020 Presidential General Election Results.

- Gender (Male, Female) by Age (18–29, 30–44, 45-59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- 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+)
- 2020 Vote (Biden, Trump, Did not vote)

The margin of sampling error is plus or minus 3.5 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 1.32. For Democrats, the margin of sampling error is plus or minus 6.2 percentage points at the 95% confidence level. For Republicans, the margin of sampling error is plus or minus 6.9 percentage points at the 95% confidence level. For independents, the margin of sampling error is plus or minus 6.3 percentage points at the 95% confidence level. The margin of sampling error is higher and varies for results based on other sub-samples. Sampling error is only one potential source of error. There may be other unmeasured non-sampling error in this or any poll. 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

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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