



PUBLIC POLL FINDINGS AND METHODOLOGY

Knight Foundation/Ipsos Poll: Freedom of Speech

Conducted by Ipsos using KnowledgePanel®

A survey of the American general population (ages 18+)

Interview dates: October 14-16, 2022

Number of interviews: 1,024

Number of age 18-34 interviews: 284

Number of age 35-49 interviews: 241

Number of age 50-64 interviews: 259

Number of age 65+ interviews: 240

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

Margin of error: +/- 6.3 percentage points at the 95% confidence level for age 18-34

Margin of error: +/- 6.9 percentage points at the 95% confidence level for age 35-49

Margin of error: +/- 6.5 percentage points at the 95% confidence level for age 50-64

Margin of error: +/- 6.8 percentage points at the 95% confidence level for age 65+

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 statement comes closer to your view about social media?

	Total (n=1,024)	Age 18-34 (n=284)	Age 35-49 (n=241)	Age 50-64 (n=259)	Age 65+ (n=240)
People should be able to freely express their views on social media, including views that are offensive	54	61	62	49	42
People should be restricted in what they can say on social media by societal norms or standards of what is fair or appropriate	43	34	35	47	56
Skipped	3	5	2	4	3

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2. Who, in your opinion, should be determining the appropriate limits of what people can say on social media?

Base: Selected "People should be restricted in what they can say on social media by societal norms or standards of what is fair or appropriate" at Q1

	Total (n=453)	18-34 (n=105)	35-49 (n=87)**	50-64 (n=121)	65+ (n=140)
The social media companies themselves	47	50	52	49	39
Independent fact-checking organizations	44	41	39	51	44
An independent oversight board	37	34	36	39	39
Moderators of groups or forums	33	43	36	32	25
Social media user community	31	37	36	31	22
The government	14	11	15	13	15
Someone else	6	6	7	8	4
Skipped	1	6	-	-	1

***low base size*

3. How serious of a problem do you think false information about elections is on social media sites and apps like Facebook, Twitter and YouTube?

	Total	18-34	35-49	50-64	65+
Very serious	51	44	44	54	61
Somewhat serious	25	30	26	22	19
Not very serious	9	8	11	8	6
Not at all serious	4	4	6	5	2
No opinion	11	10	12	10	10
Skipped	1	2	1	-	1
<i>Very/Somewhat Serious (Net)</i>	<i>76</i>	<i>75</i>	<i>71</i>	<i>77</i>	<i>80</i>
<i>Not very/Not at all Serious (Net)</i>	<i>13</i>	<i>13</i>	<i>17</i>	<i>14</i>	<i>9</i>

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4. Thinking of social media sites and apps, do you favor or oppose each of the following to address false information about elections online?

Total Favor Summary

	Total	18-34	35-49	50-64	65+
Leaving it up to individuals who use the social media sites and apps to take personal responsibility for what they view and post on those sites	50	50	53	55	43
Social media companies more aggressively removing content that violates their standards about what type of content can be posted	49	50	46	47	52
Government regulation of social media companies to minimize false information about elections online	33	29	31	33	40

- a. Social media companies more aggressively removing content that violates their standards about what type of content can be posted

	Total	18-34	35-49	50-64	65+
Favor	49	50	46	47	52
Oppose	27	20	26	33	30
No opinion	24	28	28	20	18
Skipped	1	2	*	-	1

- b. Government regulation of social media companies to minimize false information about elections online

	Total	18-34	35-49	50-64	65+
Favor	33	29	31	33	40
Oppose	39	41	38	38	38
No opinion	27	27	30	29	21
Skipped	1	2	*	-	1

- c. Leaving it up to individuals who use the social media sites and apps to take personal responsibility for what they view and post on those sites

	Total	18-34	35-49	50-64	65+
Favor	50	50	53	55	43
Oppose	25	21	22	23	34
No opinion	24	27	25	21	22
Skipped	1	2	-	-	1

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5. Do you believe social media companies should or should not restrict the following kinds of information about elections online?

Total Yes Summary

	Total	18-34	35-49	50-64	65+
Offers to buy or sell votes with cash or gifts	84	79	84	84	90
Content that gives voters an incorrect day to vote	83	78	82	85	88
Content that misleads voters about how to fill out or submit their mail-in ballot	79	74	79	81	85
Calls for non-citizens to vote	73	58	72	82	84
Misleading or false information about the length of lines at polling stations	71	66	70	72	78
Claims of election fraud with inaccurate or no evidence	69	64	67	69	75
Content that influences how someone perceives their safety on election day	62	58	60	66	66

a. Content that misleads voters about how to fill out or submit their mail-in ballot

	Total	18-34	35-49	50-64	65+
Yes, should restrict	79	74	79	81	85
No, should not restrict	17	20	19	17	9
Skipped	4	6	3	2	5

b. Content that gives voters an incorrect day to vote

	Total	18-34	35-49	50-64	65+
Yes, should restrict	83	78	82	85	88
No, should not restrict	13	17	15	13	6
Skipped	4	4	4	2	6

c. Content that influences how someone perceives their safety on election day

	Total	18-34	35-49	50-64	65+
Yes, should restrict	62	58	60	66	66
No, should not restrict	34	37	37	31	29
Skipped	4	5	3	3	6

d. Misleading or false information about the length of lines at polling stations

	Total	18-34	35-49	50-64	65+
Yes, should restrict	71	66	70	72	78
No, should not restrict	25	29	27	25	16
Skipped	4	5	3	3	6



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5. Do you believe social media companies should or should not restrict the following kinds of information about elections online? *(Continued)*

e. Offers to buy or sell votes with cash or gifts

	Total	18-34	35-49	50-64	65+
Yes, should restrict	84	79	84	84	90
No, should not restrict	13	16	13	15	5
Skipped	3	5	2	2	5

f. Calls for non-citizens to vote

	Total	18-34	35-49	50-64	65+
Yes, should restrict	73	58	72	82	84
No, should not restrict	23	37	25	16	11
Skipped	4	5	3	2	4

g. Claims of election fraud with inaccurate or no evidence

	Total	18-34	35-49	50-64	65+
Yes, should restrict	69	64	67	69	75
No, should not restrict	27	31	29	29	20
Skipped	4	5	3	2	5

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6. Do you feel like the following are legitimate or not legitimate examples of people expressing their First Amendment rights?

Total Very/Somewhat Legitimate Summary

	Total	18-34	35-49	50-64	65+
People taking part in the protests around racial injustice during the summer of 2020.	70	70	76	68	63
A high school student making insulting comments about their high school on social media while not on campus.	61	63	67	60	52
Kneeling or turning away during the national anthem.	58	61	68	53	48
People taking part in the protests against certifying the 2020 election.	54	54	57	57	44
People spreading misinformation online about the COVID-19 vaccine.	31	32	37	35	20
People spreading misinformation about the 2020 election results online.	31	30	38	32	22
People spreading misinformation about the 2022 midterm election online	29	31	34	30	19
People entering the U.S. Capitol on January 6, 2021 to disrupt the election certification.	26	22	31	26	22

a. People taking part in the protests around racial injustice during the summer of 2020.

	Total	18-34	35-49	50-64	65+
Very legitimate	39	43	45	35	30
Somewhat legitimate	31	27	31	33	33
Not very legitimate	12	12	12	15	11
Not at all legitimate	14	11	10	14	20
Skipped	5	7	3	3	5
<i>Very/Somewhat Legitimate (Net)</i>	<i>70</i>	<i>70</i>	<i>76</i>	<i>68</i>	<i>63</i>
<i>Not very/Not at all Legitimate (Net)</i>	<i>26</i>	<i>23</i>	<i>21</i>	<i>29</i>	<i>31</i>

b. People taking part in the protests against certifying the 2020 election.

	Total	18-34	35-49	50-64	65+
Very legitimate	23	23	26	23	18
Somewhat legitimate	31	31	31	34	26
Not very legitimate	20	20	23	18	17
Not at all legitimate	23	19	17	23	32
Skipped	5	7	3	2	6
<i>Very/Somewhat Legitimate (Net)</i>	<i>53</i>	<i>54</i>	<i>57</i>	<i>57</i>	<i>45</i>
<i>Not very/Not at all Legitimate (Net)</i>	<i>42</i>	<i>39</i>	<i>40</i>	<i>41</i>	<i>49</i>

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6. Do you feel like the following are legitimate or not legitimate examples of people expressing their First Amendment rights? *(Continued)*

c. People entering the U.S. Capitol on January 6, 2021 to disrupt the election certification.

	Total	18-34	35-49	50-64	65+
Very legitimate	12	11	15	11	9
Somewhat legitimate	14	11	16	15	13
Not very legitimate	17	21	17	17	13
Not at all legitimate	53	50	51	55	59
Skipped	4	7	1	2	6
<i>Very/Somewhat Legitimate (Net)</i>	<i>25</i>	<i>23</i>	<i>31</i>	<i>26</i>	<i>23</i>
<i>Not very/Not at all Legitimate (Net)</i>	<i>71</i>	<i>70</i>	<i>68</i>	<i>72</i>	<i>72</i>

d. A high school student making insulting comments about their high school on social media while not on campus.

	Total	18-34	35-49	50-64	65+
Very legitimate	30	35	38	28	16
Somewhat legitimate	31	28	29	32	36
Not very legitimate	19	18	19	22	19
Not at all legitimate	16	12	13	17	23
Skipped	4	7	2	2	5
<i>Very/Somewhat Legitimate (Net)</i>	<i>61</i>	<i>63</i>	<i>66</i>	<i>60</i>	<i>53</i>
<i>Not very/Not at all Legitimate (Net)</i>	<i>35</i>	<i>30</i>	<i>32</i>	<i>39</i>	<i>42</i>

e. People spreading misinformation online about the COVID-19 vaccine.

	Total	18-34	35-49	50-64	65+
Very legitimate	14	12	18	19	9
Somewhat legitimate	17	20	19	16	11
Not very legitimate	25	25	27	25	22
Not at all legitimate	40	37	34	38	53
Skipped	4	6	2	3	5
<i>Very/Somewhat Legitimate (Net)</i>	<i>31</i>	<i>33</i>	<i>37</i>	<i>35</i>	<i>20</i>
<i>Not very/Not at all Legitimate (Net)</i>	<i>65</i>	<i>61</i>	<i>62</i>	<i>63</i>	<i>74</i>

f. People spreading misinformation about the 2020 election results online.

	Total	18-34	35-49	50-64	65+
Very legitimate	13	12	16	15	9
Somewhat legitimate	18	18	22	17	13
Not very legitimate	24	27	28	20	20
Not at all legitimate	41	36	33	44	51
Skipped	5	7	2	4	7
<i>Very/Somewhat Legitimate (Net)</i>	<i>31</i>	<i>30</i>	<i>38</i>	<i>32</i>	<i>22</i>
<i>Not very/Not at all Legitimate (Net)</i>	<i>64</i>	<i>63</i>	<i>60</i>	<i>64</i>	<i>71</i>

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6. Do you feel like the following are legitimate or not legitimate examples of people expressing their First Amendment rights? *(Continued)*

g. People spreading misinformation about the 2022 midterm election online.

	Total	18-34	35-49	50-64	65+
Very legitimate	13	14	16	15	7
Somewhat legitimate	16	17	18	15	12
Not very legitimate	26	27	30	23	23
Not at all legitimate	41	36	33	44	53
Skipped	4	7	2	3	5
<i>Very/Somewhat Legitimate (Net)</i>	<i>29</i>	<i>31</i>	<i>34</i>	<i>30</i>	<i>19</i>
<i>Not very/Not at all Legitimate (Net)</i>	<i>67</i>	<i>63</i>	<i>63</i>	<i>67</i>	<i>76</i>

h. Kneeling or turning away during the national anthem.

	Total	18-34	35-49	50-64	65+
Very legitimate	35	39	45	29	25
Somewhat legitimate	23	22	23	24	23
Not very legitimate	15	18	13	16	13
Not at all legitimate	23	14	17	27	34
Skipped	5	7	2	3	6
<i>Very/Somewhat Legitimate (Net)</i>	<i>58</i>	<i>60</i>	<i>68</i>	<i>54</i>	<i>47</i>
<i>Not very/Not at all Legitimate (Net)</i>	<i>38</i>	<i>33</i>	<i>30</i>	<i>43</i>	<i>47</i>

7. Have you ever experienced the following?

Total Experienced Summary

	Total	18-34	35-49	50-64	65+
Not posted something on social media out of fear of other peoples' reactions.	26	30	27	25	21
Had a social media post flagged, reported, or tagged with a warning label.	14	17	16	12	10
Had a social media post removed by the social media company.	11	13	11	10	10
Been penalized at work for something you said on social media.	1	2	1	*	-

a. Had a social media post removed by the social media company.

	Total	18-34	35-49	50-64	65+
Yes, I have experienced or done this	11	13	11	10	10
No, I have not experienced or done this	65	67	68	64	58
Not applicable	22	17	19	25	29
Skipped	2	3	1	-	3

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7. Have you ever experienced the following? (Continued)

b. Had a social media post flagged, reported, or tagged with a warning label.

	Total	18-34	35-49	50-64	65+
Yes, I have experienced or done this	14	17	16	12	10
No, I have not experienced or done this	61	62	64	62	55
Not applicable	23	17	18	26	32
Skipped	2	4	2	-	3

c. Been penalized at work for something you said on social media.

	Total	18-34	35-49	50-64	65+
Yes, I have experienced or done this	1	2	1	*	-
No, I have not experienced or done this	69	77	74	69	52
Not applicable	28	17	24	31	44
Skipped	2	3	1	-	3

d. Had a social media post flagged, reported, or tagged with a warning label.

	Total	18-34	35-49	50-64	65+
Yes, I have experienced or done this	26	30	27	25	21
No, I have not experienced or done this	47	48	48	48	42
Not applicable	25	18	23	26	34
Skipped	3	4	2	-	4

8. Have you ever felt unsafe because of something someone said, on social media, in reference to your race, ethnicity, religion, gender or sexual orientation, whether or not it was directed at you?

	Total	18-34	35-49	50-64	65+
Felt unsafe	15	19	15	14	10
Did not feel unsafe	60	59	62	64	56
No answer	24	19	22	22	34
Skipped	1	2	1	1	1

9. Have you ever felt unsafe because of something someone said, on social media, about a belief or political position that you hold, whether or not it was directed at you?

	Total	18-34	35-49	50-64	65+
Felt unsafe	16	17	16	16	13
Did not feel unsafe	59	61	60	60	55
No answer	24	20	24	23	31
Skipped	1	2	1	1	1

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10. How concerned, if at all, are you that what you say or post on social media...

Total Concerned Summary

	Total	18-34	35-49	50-64	65+
Would lead to attacks or harassment.	30	30	28	32	33
Would result in government prosecution of you.	23	19	21	25	27
Has impacted your job prospects.	21	24	24	23	14

a. Would result in government prosecution of you.

	Total	18-34	35-49	50-64	65+
Very concerned	10	8	8	12	13
Somewhat concerned	13	11	13	13	15
Not very concerned	19	24	20	16	15
Not concerned at all	55	54	57	57	51
Skipped	3	4	2	1	7
<i>Very/Somewhat Concerned (Net)</i>	<i>23</i>	<i>19</i>	<i>21</i>	<i>25</i>	<i>27</i>
<i>Not Very/Not Concerned at all (Net)</i>	<i>74</i>	<i>77</i>	<i>77</i>	<i>74</i>	<i>65</i>

b. Has impacted your job prospects.

	Total	18-34	35-49	50-64	65+
Very concerned	9	8	13	7	8
Somewhat concerned	13	16	11	16	6
Not very concerned	21	25	26	18	14
Not concerned at all	54	48	48	58	65
Skipped	3	4	2	2	7
<i>Very/Somewhat Concerned (Net)</i>	<i>21</i>	<i>24</i>	<i>24</i>	<i>23</i>	<i>14</i>
<i>Not Very/Not Concerned at all (Net)</i>	<i>75</i>	<i>72</i>	<i>74</i>	<i>76</i>	<i>79</i>

c. Would lead to attacks or harassment.

	Total	18-34	35-49	50-64	65+
Very concerned	12	10	11	13	14
Somewhat concerned	19	20	17	19	19
Not very concerned	22	23	26	21	19
Not concerned at all	44	43	45	47	42
Skipped	2	4	2	1	7
<i>Very/Somewhat Concerned (Net)</i>	<i>30</i>	<i>30</i>	<i>28</i>	<i>32</i>	<i>33</i>
<i>Not Very/Not Concerned at all (Net)</i>	<i>66</i>	<i>66</i>	<i>71</i>	<i>67</i>	<i>60</i>

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11. How concerned, if at all, about each of the following...

Total Concerned Summary

	Total	18-34	35-49	50-64	65+
People in your community might make a decision how to vote in the 2022 midterms based on false or misleading information	61	57	57	58	71
People in your community being fooled by false or misleading information regarding the 2022 midterms	58	53	55	57	68
You might miss important information about the 2022 midterms because it was censored for being misinformation	36	33	30	37	45
You personally being fooled by false or misleading information regarding the 2022 midterms	27	26	24	25	33
You might make a decision how you vote in the 2022 midterms based on false or misleading information	25	28	21	23	29
You might share false or misleading information regarding the 2022 midterms without realizing it was wrong	22	23	23	18	25

a. You personally being fooled by false or misleading information regarding the 2022 midterms

	Total	18-34	35-49	50-64	65+
Very concerned	9	9	6	5	13
Somewhat concerned	18	16	18	20	19
Not very concerned	27	29	29	25	26
Not concerned at all	43	41	45	49	36
Skipped	3	5	1	1	6
<i>Very/Somewhat Concerned (Net)</i>	<i>27</i>	<i>26</i>	<i>24</i>	<i>25</i>	<i>33</i>
<i>Not Very/Not Concerned at all (Net)</i>	<i>70</i>	<i>70</i>	<i>74</i>	<i>74</i>	<i>62</i>

b. People in your community being fooled by false or misleading information regarding the 2022 midterms

	Total	18-34	35-49	50-64	65+
Very concerned	25	24	20	24	34
Somewhat concerned	33	30	35	33	35
Not very concerned	18	18	22	19	13
Not concerned at all	21	24	22	23	14
Skipped	3	5	1	1	5
<i>Very/Somewhat Concerned (Net)</i>	<i>58</i>	<i>53</i>	<i>55</i>	<i>57</i>	<i>68</i>
<i>Not Very/Not Concerned at all (Net)</i>	<i>39</i>	<i>42</i>	<i>44</i>	<i>42</i>	<i>27</i>

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11. How concerned, if at all, about each of the following...*(Continued)*

- c. You might share false or misleading information regarding the 2022 midterms without realizing it was wrong

	Total	18-34	35-49	50-64	65+
Very concerned	6	7	5	3	10
Somewhat concerned	16	16	17	14	16
Not very concerned	26	27	22	31	22
Not concerned at all	49	46	53	50	46
Skipped	4	5	2	1	6
<i>Very/Somewhat Concerned (Net)</i>	<i>22</i>	<i>23</i>	<i>23</i>	<i>18</i>	<i>25</i>
<i>Not Very/Not Concerned at all (Net)</i>	<i>74</i>	<i>73</i>	<i>75</i>	<i>81</i>	<i>68</i>

- d. You might miss important information about the 2022 midterms because it was censored for being misinformation

	Total	18-34	35-49	50-64	65+
Very concerned	14	12	9	15	20
Somewhat concerned	22	21	21	22	26
Not very concerned	23	22	26	26	20
Not concerned at all	37	40	42	36	28
Skipped	4	5	2	1	6
<i>Very/Somewhat Concerned (Net)</i>	<i>36</i>	<i>33</i>	<i>30</i>	<i>37</i>	<i>45</i>
<i>Not Very/Not Concerned at all (Net)</i>	<i>60</i>	<i>62</i>	<i>68</i>	<i>62</i>	<i>48</i>

- e. You might make a decision how you vote in the 2022 midterms based on false or misleading information

	Total	18-34	35-49	50-64	65+
Very concerned	9	10	5	7	13
Somewhat concerned	16	18	16	15	16
Not very concerned	26	26	27	27	24
Not concerned at all	46	41	51	50	42
Skipped	3	5	1	*	6
<i>Very/Somewhat Concerned (Net)</i>	<i>25</i>	<i>28</i>	<i>21</i>	<i>23</i>	<i>29</i>
<i>Not Very/Not Concerned at all (Net)</i>	<i>72</i>	<i>67</i>	<i>78</i>	<i>77</i>	<i>65</i>

- f. People in your community might make a decision how to vote in the 2022 midterms based on false or misleading information

	Total	18-34	35-49	50-64	65+
Very concerned	26	27	21	24	34
Somewhat concerned	34	30	35	35	37
Not very concerned	16	16	16	19	12
Not concerned at all	20	22	25	22	11
Skipped	3	5	1	1	5
<i>Very/Somewhat Concerned (Net)</i>	<i>61</i>	<i>57</i>	<i>57</i>	<i>58</i>	<i>71</i>
<i>Not Very/Not Concerned at all (Net)</i>	<i>37</i>	<i>39</i>	<i>42</i>	<i>41</i>	<i>23</i>



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12. In which format do you get most of your news about the 2022 midterm elections?

	Total	18-34	35-49	50-64	65+
From television	41	20	33	58	58
From social media	11	25	10	6	3
From a printed newspaper or magazine	10	7	10	10	13
From radio	6	4	9	6	6
From friends and family	6	10	8	2	3
I do not follow any news about the 2022 midterms	24	32	29	17	15
Skipped	2	3	2	1	2

13. How often are you watching, reading, or hearing news about the 2022 midterm elections?

	Total	18-34	35-49	50-64	65+
Multiple times a day	17	10	11	18	27
Daily	34	16	29	41	47
Weekly	24	30	30	20	15
Less often than weekly	25	43	29	20	11
Skipped	*	-	1	-	*





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About the Study

This Knight Foundation/Ipsos study was conducted October 14-16, 2022 by Ipsos using our KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,024 general population adults age 18 or older.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult U.S. 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 study was conducted in English. 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, race/ethnicity by education, race/ethnicity by region, and 2020 presidential vote history. The demographic benchmarks came from the 2019 American Community Survey (ACS) from the US Census Bureau with metropolitan status from the 2021 March Supplement of the Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–34, 35–49, 50–64, and 65+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Asian/Pacific Islander Non-Hispanic, Other or 2+ Races Non-Hispanic, Hispanic)
- 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+)
- 2020 Vote Status (Biden, Trump, Did not vote)

The margin of sampling error is plus or 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 1.17. 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 margin of sampling error is plus or minus 6.3 percentage points for ages 18-34, plus or minus 6.9 percentage points for ages 35-49, plus or minus 6.5 percentage points for ages 50-64, and plus or minus 6.8 percentage points for ages 65+. The design effect is 1.18 for ages 18-34, 1.20 for ages 35-49, 1.16 for ages 50-64, and 1.14 for ages 65+.



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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. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com





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