



PRESS RELEASE

Topline Findings

Washington, DC, March 3, 2023

These are the findings of an Ipsos poll, provided exclusively to Variety, conducted between March 2-3, 2023. For this survey, a sample of 1,004 adults ages 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.8 percentage points for all respondents.

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

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

*NOTE: * = less than 0.5%, - = no respondents, NA = not applicable*



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Full Annotated Questionnaire:

1. How much do you agree or disagree with the following statement? “A woman is considered to be in her prime in her 20s and 30s and maybe 40s.”

	Total (N=1,004)
Strongly agree	20
Somewhat agree	46
Somewhat disagree	21
Strongly disagree	12
<i>Agree (Net)</i>	<i>67</i>
<i>Disagree (Net)</i>	<i>33</i>

2. Do you think it is appropriate or inappropriate for a public figure to make a statement like this on live TV?

	Total
Very appropriate	10
Somewhat appropriate	30
Somewhat inappropriate	35
Very inappropriate	24
<i>Appropriate (Net)</i>	<i>40</i>
<i>Inappropriate (Net)</i>	<i>60</i>

3. Do you think a public figure that makes a statement like this, about the age of a woman’s “prime,” should be disciplined by their employer, or not?

	Total
No	56
Yes	44

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4. [Asked if select “Yes” at Q3] Which of the following disciplinary actions do you feel is most appropriate for a public figure who makes a statement like this?

	Total (N=462)
They should undergo formal sensitivity training	33
They should be made to apologize	28
They should be temporarily suspended, without pay	15
They should be fired	13
They should be temporarily suspended, with pay	7
Something else	4

5. How much, if at all, have you seen, heard, or read about CNN Anchor Don Lemon making comments on air about former South Carolina Gov. Nikki Haley?

	Total
A great deal	8
A fair amount	12
Just a little	17
Heard of it, but that’s it	15
Nothing at all	48
<i>Aware (Net)</i>	<i>52</i>



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

	Total
ABC / CBS / NBC News	22
Social media	16
Digital or online news	11
FOX News	11
CNN	7
Your local newspaper	5
MSNBC	4
Public television or radio	4
New York Times or Washington Post	3
Conservative online news (e.g. Breitbart, Daily Caller, Instapundit)	1
Telemundo or Univision	1
Other	6
None of these	9





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About the Study

These are some of the findings of an Ipsos poll, provided exclusively to Variety, conducted between March 2-3, 2023. For this survey, a sample of roughly 1,004 adults ages 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample was randomly drawn from [Ipsos' online panel](#), [partner online panel sources](#), and "river" [sampling](#) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2021 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on age, gender, region, race/ethnicity, and educational attainment.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.8 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,004, DEFF=1.5, adjusted Confidence Interval=+/-5.3 percentage points).

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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 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. 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

