



TOPLINE & METHODOLOGY

Personify Health Employee Survey

Conducted by Ipsos using KnowledgePanel®

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

To qualify, respondents had to be employed, work at a company with at least 5,000 employees, and be enrolled in a health care plan through their employer

Interview dates: March 13-20, 2024

Number of interviews: 2,011

Margin of error: +/- 2.6 percentage points at the 95% confidence level for all respondents

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

*NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable*

Annotated Questionnaire:

1. On a typical day, how would you describe your energy level?

	Total (N=2,011)	Manager (N=702)	Non-Manager (N=1,299)
High – I normally feel ready to take on the day's challenge	43%	49%	39%
Medium – I regularly experience low periods of productivity	51%	46%	54%
Low – I struggle daily to focus and feel productive	7%	5%	8%
Skipped	*	*	*

2. How would you rate your current health and wellbeing in the following areas?

Total Very Good/Good Summary

	Total	Manager	Non-Manager
Overall wellbeing	78%	83%	76%
Mental and emotional health	71%	76%	69%
Physical health	70%	73%	68%
Financial health	68%	71%	66%
Social wellbeing	67%	73%	64%



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2. How would you rate your current health and wellbeing in the following areas? *(Continued)*

a. Overall wellbeing

	Total	Manager	Non-Manager
Very good	22%	25%	20%
Good	57%	58%	56%
Fair	20%	15%	22%
Poor	2%	2%	2%
Very poor	1%	*	1%
Skipped	*	-	-
<i>Very good/Good (net)</i>	<i>78%</i>	<i>83%</i>	<i>76%</i>
<i>Very poor/Poor (net)</i>	<i>2%</i>	<i>2%</i>	<i>3%</i>

b. Physical health

	Total	Manager	Non-Manager
Very good	17%	20%	15%
Good	53%	53%	53%
Fair	25%	23%	26%
Poor	4%	3%	5%
Very poor	1%	1%	1%
Skipped	*	*	*
<i>Very good/Good (net)</i>	<i>70%</i>	<i>73%</i>	<i>68%</i>
<i>Very poor/Poor (net)</i>	<i>5%</i>	<i>4%</i>	<i>5%</i>

c. Financial health

	Total	Manager	Non-Manager
Very good	25%	27%	23%
Good	43%	44%	43%
Fair	24%	23%	25%
Poor	7%	5%	7%
Very poor	1%	1%	1%
Skipped	*	*	*
<i>Very good/Good (net)</i>	<i>68%</i>	<i>71%</i>	<i>66%</i>
<i>Very poor/Poor (net)</i>	<i>8%</i>	<i>5%</i>	<i>9%</i>

d. Mental and emotional health

	Total	Manager	Non-Manager
Very good	23%	26%	22%
Good	48%	49%	47%
Fair	23%	20%	24%
Poor	5%	4%	5%
Very poor	1%	1%	2%
Skipped	*	-	*
<i>Very good/Good (net)</i>	<i>71%</i>	<i>76%</i>	<i>69%</i>
<i>Very poor/Poor (net)</i>	<i>6%</i>	<i>4%</i>	<i>7%</i>

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2. How would you rate your current health and wellbeing in the following areas? *(Continued)*

e. Social wellbeing

	Total	Manager	Non-Manager
Very good	22%	25%	19%
Good	46%	48%	45%
Fair	26%	22%	28%
Poor	6%	4%	6%
Very poor	1%	1%	1%
Skipped	*	-	*
<i>Very good/Good (net)</i>	<i>67%</i>	<i>73%</i>	<i>64%</i>
<i>Very poor/Poor (net)</i>	<i>6%</i>	<i>5%</i>	<i>7%</i>

3. Would you say your health and wellbeing in the following areas is improving, declining, or staying the same?

Total Improving Summary

	Total	Manager	Non-Manager
Financial health	40%	42%	39%
Physical health	26%	27%	26%
Overall wellbeing	25%	26%	25%
Mental and emotional health	20%	21%	20%
Social wellbeing	17%	18%	16%

a. Overall wellbeing

	Total	Manager	Non-Manager
Improving	25%	26%	25%
Staying the same	69%	70%	69%
Declining	6%	5%	7%
Skipped	*	-	*

b. Physical health

	Total	Manager	Non-Manager
Improving	26%	27%	26%
Staying the same	61%	61%	61%
Declining	13%	12%	13%
Skipped	*	*	*

c. Financial health

	Total	Manager	Non-Manager
Improving	40%	42%	39%
Staying the same	51%	51%	51%
Declining	9%	7%	10%
Skipped	*	*	*

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3. Would you say your health and wellbeing in the following areas is improving, declining, or staying the same? *(Continued)*

d. Mental and emotional health

	Total	Manager	Non-Manager
Improving	20%	21%	20%
Staying the same	70%	71%	70%
Declining	9%	7%	10%
Skipped	*	*	*

e. Social wellbeing

	Total	Manager	Non-Manager
Improving	17%	18%	16%
Staying the same	76%	76%	76%
Declining	7%	7%	8%
Skipped	*	*	*

4. In the past 12 months, have the following had any impact on your ability to do your job?

Total Severe/Significant Impact Summary

	Total	Manager	Non-Manager
Your mental and emotional health	8%	6%	8%
Your physical health	5%	4%	6%
Your financial health	4%	4%	4%
Your social wellbeing	4%	3%	4%

a. Your physical health

	Total	Manager	Non-Manager
No impact – I am doing well and working normally	69%	73%	68%
Some impact – I am occasionally distracted / unable to concentrate as normal	25%	23%	26%
Significant impact – I regularly experience falling behind on projects or goals	5%	4%	5%
Severe impact – on one or more occasions, I'm worried I've put my job at risk	1%	1%	1%
Skipped	*	-	*
<i>Severe/Significant Impact (net)</i>	<i>5%</i>	<i>4%</i>	<i>6%</i>

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4. In the past 12 months, have the following had any impact on your ability to do your job?
(Continued)

b. Your mental and emotional health

	Total	Manager	Non-Manager
No impact – I am doing well and working normally	59%	64%	56%
Some impact – I am occasionally distracted / unable to concentrate as normal	33%	30%	35%
Significant impact – I regularly experience falling behind on projects or goals	6%	6%	6%
Severe impact – on one or more occasions, I'm worried I've put my job at risk	2%	*	2%
Skipped	1%	-	*
<i>Severe/Significant Impact (net)</i>	<i>8%</i>	<i>6%</i>	<i>8%</i>

c. Your financial health

	Total	Manager	Non-Manager
No impact – I am doing well and working normally	77%	82%	75%
Some impact – I am occasionally distracted / unable to concentrate as normal	18%	14%	21%
Significant impact – I regularly experience falling behind on projects or goals	3%	3%	3%
Severe impact – on one or more occasions, I'm worried I've put my job at risk	1%	1%	1%
Skipped	1%	*	*
<i>Severe/Significant Impact (net)</i>	<i>4%</i>	<i>4%</i>	<i>4%</i>

d. Your social wellbeing

	Total	Manager	Non-Manager
No impact – I am doing well and working normally	77%	80%	76%
Some impact – I am occasionally distracted / unable to concentrate as normal	19%	16%	20%
Significant impact – I regularly experience falling behind on projects or goals	3%	3%	3%
Severe impact – on one or more occasions, I'm worried I've put my job at risk	1%	*	1%
Skipped	1%	1%	1%
<i>Severe/Significant Impact (net)</i>	<i>4%</i>	<i>3%</i>	<i>4%</i>

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5. You mentioned that your physical, mental, social, or financial health has impacted your ability to do your job. In which of the following ways, if any, has your work been impacted? Please select all that apply.

Base: Selected "Severe impact", "Significant impact" or "Some impact" for any item in Q4

	Total (N=1,014)	Manager (N=332)	Non-Manager (N=679)
Decreased enthusiasm	69%	70%	68%
Increased trouble focusing	55%	53%	56%
Decreased commitment to employer	28%	32%	26%
Frequent absences	8%	6%	9%
Frequently late for meetings/deadlines	7%	7%	6%
Other	6%	6%	6%
None of the above	11%	11%	11%
Skipped	-	-	-

6. How big of a challenge are the following for employees at your company?

Total Major Challenge Summary

	Total	Manager	Non-Manager
Burnout	36%	39%	35%
Lack of satisfaction with pay	24%	24%	25%
High employee turnover	23%	22%	24%
Poor work-life balance	21%	24%	19%
Lack of upskilling	15%	15%	14%

a. Burnout

	Total	Manager	Non-Manager
Major challenge	36%	39%	35%
Minor challenge	44%	42%	46%
Not a challenge	19%	19%	20%
Skipped	1%	1%	*

b. Lack of upskilling

	Total	Manager	Non-Manager
Major challenge	15%	15%	14%
Minor challenge	43%	46%	42%
Not a challenge	42%	39%	43%
Skipped	1%	*	*

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6. How big of a challenge are the following for employees at your company? *(Continued)*

c. Poor work-life balance

	Total	Manager	Non-Manager
Major challenge	21%	24%	19%
Minor challenge	45%	46%	45%
Not a challenge	34%	30%	35%
Skipped	1%	*	*

d. High employee turnover

	Total	Manager	Non-Manager
Major challenge	23%	22%	24%
Minor challenge	41%	44%	40%
Not a challenge	35%	33%	37%
Skipped	1%	*	*

e. Lack of satisfaction with pay

	Total	Manager	Non-Manager
Major challenge	24%	24%	25%
Minor challenge	48%	50%	47%
Not a challenge	27%	26%	28%
Skipped	1%	*	*

7. When searching for a job, how important, if at all, are the benefits offered by an employer?

	Total	Manager	Non-Manager
Very important	80%	82%	80%
Somewhat important	18%	17%	19%
Not very important	1%	1%	1%
Not at all important	*	-	*
Skipped	1%	*	*
Top 2 Box (Net)	98%	98%	98%
Bottom 2 Box (Net)	1%	1%	1%

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8. Does your current employer offer the following benefits, and if so, do they meet your personal and household needs?

Total Currently Offers and Meets My Needs Summary

	Total	Manager	Non-Manager
Health insurance	97%	97%	98%
Mental and emotional health support	80%	81%	80%
Workplace wellness programs/initiatives	77%	78%	77%
Financial wellbeing services/support (outside of 401k)	72%	74%	71%
Health coaching	62%	64%	62%
Caregiving benefits/support	46%	51%	44%
Social connectedness	45%	45%	45%
Chronic condition support	45%	47%	44%
Fertility and family planning	36%	39%	35%
LGBTQ benefits/support	33%	35%	32%

a. Health insurance

	Total	Manager	Non-Manager
Currently offers and meets my needs	89%	89%	89%
Currently offers but does not meet my needs	9%	9%	9%
Does not currently offer	1%	1%	1%
I am not aware if my employer offers this benefit	1%	1%	1%
Skipped	1%	*	1%
Currently Offers (net)	97%	97%	98%

b. Mental and emotional health support

	Total	Manager	Non-Manager
Currently offers and meets my needs	61%	62%	61%
Currently offers but does not meet my needs	19%	19%	19%
Does not currently offer	6%	6%	6%
I am not aware if my employer offers this benefit	14%	13%	14%
Skipped	1%	1%	1%
Currently Offers (net)	80%	81%	80%

c. Financial wellbeing services/support (outside of 401k)

	Total	Manager	Non-Manager
Currently offers and meets my needs	61%	63%	60%
Currently offers but does not meet my needs	11%	11%	10%
Does not currently offer	10%	10%	10%
I am not aware if my employer offers this benefit	18%	15%	19%
Skipped	1%	*	*
Currently Offers (net)	72%	74%	71%

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8. Does your current employer offer the following benefits, and if so, do they meet your personal and household needs? *(Continued)*

d. Caregiving benefits/support

	Total	Manager	Non-Manager
Currently offers and meets my needs	35%	38%	34%
Currently offers but does not meet my needs	11%	13%	10%
Does not currently offer	16%	16%	15%
I am not aware if my employer offers this benefit	37%	31%	40%
Skipped	1%	1%	1%
<i>Currently Offers (net)</i>	<i>46%</i>	<i>51%</i>	<i>44%</i>

e. Fertility and family planning

	Total	Manager	Non-Manager
Currently offers and meets my needs	29%	31%	28%
Currently offers but does not meet my needs	7%	8%	7%
Does not currently offer	14%	13%	15%
I am not aware if my employer offers this benefit	49%	48%	50%
Skipped	1%	*	1%
<i>Currently Offers (net)</i>	<i>36%</i>	<i>39%</i>	<i>35%</i>

f. LGBTQ benefits/support

	Total	Manager	Non-Manager
Currently offers and meets my needs	25%	27%	24%
Currently offers but does not meet my needs	8%	8%	8%
Does not currently offer	12%	12%	12%
I am not aware if my employer offers this benefit	54%	52%	55%
Skipped	1%	1%	1%
<i>Currently Offers (net)</i>	<i>33%</i>	<i>35%</i>	<i>32%</i>

g. Social connectedness

	Total	Manager	Non-Manager
Currently offers and meets my needs	34%	35%	33%
Currently offers but does not meet my needs	11%	10%	12%
Does not currently offer	17%	19%	16%
I am not aware if my employer offers this benefit	37%	35%	38%
Skipped	1%	1%	1%
<i>Currently Offers (net)</i>	<i>45%</i>	<i>45%</i>	<i>45%</i>

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8. Does your current employer offer the following benefits, and if so, do they meet your personal and household needs? *(Continued)*

h. Workplace wellness programs/initiatives

	Total	Manager	Non-Manager
Currently offers and meets my needs	62%	61%	62%
Currently offers but does not meet my needs	16%	17%	15%
Does not currently offer	7%	6%	8%
I am not aware if my employer offers this benefit	15%	14%	15%
Skipped	1%	1%	1%
<i>Currently Offers (net)</i>	<i>77%</i>	<i>78%</i>	<i>77%</i>

i. Health coaching

	Total	Manager	Non-Manager
Currently offers and meets my needs	49%	50%	49%
Currently offers but does not meet my needs	13%	14%	12%
Does not currently offer	11%	11%	11%
I am not aware if my employer offers this benefit	26%	24%	27%
Skipped	1%	1%	1%
<i>Currently Offers (net)</i>	<i>62%</i>	<i>64%</i>	<i>62%</i>

j. Chronic condition support

	Total	Manager	Non-Manager
Currently offers and meets my needs	35%	37%	34%
Currently offers but does not meet my needs	10%	10%	10%
Does not currently offer	15%	14%	15%
I am not aware if my employer offers this benefit	39%	38%	40%
Skipped	1%	1%	1%
<i>Currently Offers (net)</i>	<i>45%</i>	<i>47%</i>	<i>44%</i>

8B. How would you rate your employer's ability to execute and provide health and well-being programs/initiatives that feel tailored to your needs?

	Total	Manager	Non-Manager
Beginner - Health and well-being programs feel basic.	25%	25%	25%
Defined - Health and well-being programs feel defined. It is easy to find the needed information and engage with the programs.	50%	50%	50%
Optimized - Health and well-being programs are initiated in a way that gives me personalized recommendations that matter to my health journey.	23%	23%	24%
Skipped	2%	1%	2%

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9. To what extent, if at all, would you say your employer prioritizes employee wellbeing?

	Total	Manager	Non-Manager
A high priority	24%	22%	25%
Somewhat of a priority	50%	52%	50%
A low priority	20%	20%	20%
Not at all a priority	6%	6%	5%
Skipped	*	-	*
<i>High/Somewhat of a Priority (net)</i>	<i>74%</i>	<i>74%</i>	<i>74%</i>
<i>Low/Not at all a Priority (net)</i>	<i>26%</i>	<i>26%</i>	<i>25%</i>

10. When you search for healthcare or deal with a benefits-related issue at work, how much time do you spend on average?

	Total	Manager	Non-Manager
Less than one hour	37%	38%	36%
One hour	20%	18%	20%
Two – five hours	14%	15%	13%
More than five hours	2%	4%	1%
I do not search for or have issues with healthcare or benefits	28%	25%	29%
Skipped	1%	*	*

11. How many websites, portals, or apps do you use to access your organization's benefits?

	Total	Manager	Non-Manager
One	30%	27%	32%
Two – five	58%	60%	57%
Six – ten	4%	5%	4%
More than ten	2%	2%	1%
Unsure, I don't use my benefits	6%	6%	6%
Skipped	*	*	*

12. Have you received help from any of the following in navigating the healthcare system? Please select all that apply.

	Total	Manager	Non-Manager
My health plan	29%	27%	30%
My employer offers a service to help me navigate my health and benefits	24%	24%	24%
Friends or family	18%	19%	18%
HR team	17%	18%	16%
My doctor	15%	18%	14%
My boss or manager	7%	8%	7%
Other	1%	*	1%
I did not receive help from anyone	39%	37%	40%
Skipped	1%	2%	1%

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13. How confident, if at all, are you that you are receiving the best care at the lowest cost?

	Total	Manager	Non-Manager
Very confident	16%	16%	16%
Somewhat confident	46%	45%	47%
Not very confident	27%	28%	27%
Not at all confident	10%	10%	10%
Skipped	1%	1%	*
<i>Confident (net)</i>	<i>62%</i>	<i>61%</i>	<i>63%</i>
<i>Not Confident (net)</i>	<i>37%</i>	<i>38%</i>	<i>37%</i>

14. To what extent do you agree or disagree with the following statements?

Total Agree Summary

	Total	Manager	Non-Manager
My health plan helps me identify and complete preventive health screenings and vaccinations to improve my health	77%	77%	78%
My health plan provides resources to help me stay healthy outside the doctor's office	77%	76%	77%
My health plan communicates with me through the channels I use most to ensure I have information I need to stay healthy	73%	72%	73%
My employer genuinely cares about my health and wellbeing	71%	72%	71%
My health plan provides personalized support that meets my needs	66%	66%	67%
My health plan makes it easy to understand how to choose providers or services that will help me save money	65%	65%	66%
My health plan communicates with me regularly to help me understand how to use other health benefits my company offers to help me save time and money	62%	62%	62%

a. My health plan provides personalized support that meets my needs

	Total	Manager	Non-Manager
Strongly agree	17%	19%	17%
Somewhat agree	49%	47%	50%
Somewhat disagree	23%	23%	24%
Strongly disagree	9%	10%	8%
Skipped	2%	2%	1%
<i>Agree (net)</i>	<i>66%</i>	<i>66%</i>	<i>67%</i>
<i>Disagree (net)</i>	<i>32%</i>	<i>32%</i>	<i>32%</i>

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14. To what extent do you agree or disagree with the following statements? (Continued)

b. My health plan provides resources to help me stay healthy outside the doctor's office

	Total	Manager	Non-Manager
Strongly agree	24%	26%	23%
Somewhat agree	52%	50%	54%
Somewhat disagree	15%	15%	16%
Strongly disagree	7%	7%	7%
Skipped	1%	2%	1%
<i>Agree (net)</i>	<i>77%</i>	<i>76%</i>	<i>77%</i>
<i>Disagree (net)</i>	<i>22%</i>	<i>22%</i>	<i>22%</i>

c. My health plan makes it easy to understand how to choose providers or services that will help me save money

	Total	Manager	Non-Manager
Strongly agree	20%	21%	19%
Somewhat agree	46%	43%	47%
Somewhat disagree	23%	21%	25%
Strongly disagree	10%	12%	9%
Skipped	1%	2%	1%
<i>Agree (net)</i>	<i>65%</i>	<i>65%</i>	<i>66%</i>
<i>Disagree (net)</i>	<i>34%</i>	<i>34%</i>	<i>34%</i>

d. My health plan communicates with me regularly to help me understand how to use other health benefits my company offers to help me save time and money

	Total	Manager	Non-Manager
Strongly agree	17%	19%	16%
Somewhat agree	45%	43%	46%
Somewhat disagree	24%	24%	24%
Strongly disagree	13%	12%	13%
Skipped	1%	2%	1%
<i>Agree (net)</i>	<i>62%</i>	<i>62%</i>	<i>62%</i>
<i>Disagree (net)</i>	<i>37%</i>	<i>36%</i>	<i>38%</i>

e. My health plan communicates with me through the channels I use most to ensure I have information I need to stay healthy

	Total	Manager	Non-Manager
Strongly agree	21%	21%	22%
Somewhat agree	51%	50%	52%
Somewhat disagree	18%	18%	18%
Strongly disagree	8%	9%	8%
Skipped	1%	2%	1%
<i>Agree (net)</i>	<i>73%</i>	<i>72%</i>	<i>73%</i>
<i>Disagree (net)</i>	<i>26%</i>	<i>27%</i>	<i>26%</i>

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14. To what extent do you agree or disagree with the following statements? *(Continued)*

f. My health plan helps me identify and complete preventive health screenings and vaccinations to improve my health

	Total	Manager	Non-Manager
Strongly agree	32%	32%	31%
Somewhat agree	46%	44%	47%
Somewhat disagree	15%	15%	16%
Strongly disagree	6%	7%	6%
Skipped	1%	2%	1%
<i>Agree (net)</i>	<i>77%</i>	<i>77%</i>	<i>78%</i>
<i>Disagree (net)</i>	<i>21%</i>	<i>22%</i>	<i>22%</i>

g. My employer genuinely cares about my health and wellbeing

	Total	Manager	Non-Manager
Strongly agree	19%	20%	19%
Somewhat agree	51%	51%	52%
Somewhat disagree	19%	16%	20%
Strongly disagree	9%	11%	9%
Skipped	1%	2%	1%
<i>Agree (net)</i>	<i>71%</i>	<i>72%</i>	<i>71%</i>
<i>Disagree (net)</i>	<i>28%</i>	<i>27%</i>	<i>29%</i>

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15. What are the top three things your employer could do that would help you improve your health, wellbeing, and focus at work? Please select up to three items.

	Total	Manager	Non-Manager
Provide incentives to help motivate me to engage with my benefits	38%	38%	39%
Bring all my healthcare and benefits together in one place for easy access	33%	36%	33%
Communicate regularly about benefits I can use to improve my health and wellbeing and save money, specific to my individual needs	32%	33%	31%
Offer personalized benefits that meet my and my household's needs and goals	27%	28%	27%
Provide health screenings to help me understand my health status	20%	20%	21%
Provide tools that use my personal information to help me make better financial and health decisions	20%	20%	20%
Provide access to someone who can help me navigate my health	14%	15%	14%
Help me create social connections and help me feel like I belong (e.g., employee resource groups)	8%	7%	9%
Provide health education to help me learn how to build positive habits	8%	8%	8%
Other	4%	4%	5%
None of the above	17%	15%	18%
Skipped	2%	2%	1%



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About the Study

This poll was conducted March 13-20, 2024, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 2,011 general population adults age 18 or older. To qualify for the survey, respondents had to be employed, work at a company with at least five thousand (5,000) employees, and be enrolled in a health care plan through their employer. The sample includes 702 respondents that manage people directly or indirectly, and 1,299 respondents that do not manage people.

The margin of sampling error is plus or minus 2.6 percentage points for 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 1.42 for all respondents. 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 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 U.S. 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, and household income. The demographic benchmarks came from the 2023 March Supplement of the Current Population Survey (CPS). The weighting categories were as follows:

- 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+)





TOPLINE & METHODOLOGY

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).

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