TOPLINE & METHODOLOGY

Susan Wojcicki Foundation/Ipsos Lung Cancer Survey

Americans are open to lung cancer screening, but awareness and education have not caught up

New Susan Wojcicki Foundation/Ipsos poll shows awareness of lung cancer risk and screening eligibility is low

Washington, D.C., October 27, 2026—A new Susan Wojcicki Foundation poll, conducted by Ipsos, finds that there is a significant gap between public awareness of lung cancer screening recommendations and the opportunity for early detection. Only one-quarter of Americans report being at least somewhat familiar with current lung cancer screening recommendations, while half are not familiar at all. Even among those at elevated risk, awareness remains limited. Discussions with health care providers also appear infrequent, as only roughly one in seven Americans say their doctor has talked with them about cancer screening options.

Importantly, the findings suggest that Americans are highly receptive to education and conversations about lung cancer screening. Messages emphasizing that early detection leads to more treatment options and better chances of survival are especially persuasive for a majority of Americans, followed by messages reinforcing that anyone with lungs can get lung cancer and that it is not solely a "smoker's disease."

Detailed findings:

1. Americans' awareness of the current medical recommendations for lung cancer screening is low, and most have not discussed the disease with their doctors.

- Only a quarter (25%) are at least somewhat familiar with the recommendations for lung cancer screening. 74% are not familiar, including 51% who are not at all familiar. Americans age 65 and over are more likely than any other age group to be at least somewhat familiar with these recommendations (41%).
- A little over a third of those who currently smoke or formerly smoked are at least somewhat familiar with the recommendations (35%).
- Only 14% of Americans feel that their doctor has discussed cancer screenings and their options with them. Only 29% of those who currently smoke feel this describes them well.
- Older Americans, ages 50+ (18% among ages 50-64 and 22% among ages 65+) are more likely to feel that their doctor has discussed cancer screening options with them than those below 50 years old (8% among ages 18-34 and 10% among ages 35-49).

2. When provided with factual statements about lung cancer, Americans demonstrate some knowledge gaps. Most are aware that lung cancer can occur in those who do not smoke but are less knowledgeable about the prevalence and severity of the disease.

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- About four in five Americans answered correctly that lung cancer can occur in people who have never smoked (84%) and screening can help detect lung cancers before they spread (80%).
- Those who formerly smoked (86%) are more likely to answer correctly that screening can help detect lung cancers before they spread than those who currently smoke (68%).
- 58% of Americans answered incorrectly that after smoking, secondhand smoke is the second leading cause of lung cancer and about a third (35%) were not sure.
- Over half of Americans were not sure whether lung cancer is the leading cause of cancer-related deaths world wide (57%), and over a quarter answered correctly (27%).
- Similarly, 55% of Americans were not sure whether the statement that a majority of lung cancer cases are diagnosed at an early stage was true or not, and 30% answered correctly.

3. A majority of Americans can be convinced to speak to their health care provider about whether lung cancer screening is right for them.

- A plurality of Americans, 40%, have no concerns if their doctor were to recommend that they get screened for lung cancer. For those who state a concern, the main one is the possibility of having cancer (28%).
- The most convincing messaging for Americans to speak to their doctors about lung cancer is finding lung cancer early can lead to more treatment options and better chances of survival (68%). This is followed by anyone with lungs can get lung cancer and lung cancer isn't just a "smoker's disease" (58%).
- Finding lung cancer early can lead to more treatment options and better chances of survival is also the message that resonates most with those who formerly smoked (75%).

4. Most believe that anyone, regardless of circumstances, deserves compassion when dealing with a lung cancer diagnosis – but awareness of current screening requirements plays a role here. Few openly share belief in stigma.

- 61% of Americans believe that if someone smokes, they still deserve compassion when dealing with a lung cancer diagnosis. Americans who are familiar with the recommendations for lung cancer screenings are more likely to believe this than those who are not familiar (71% v 59%).
- Only 8% identify with the belief that people diagnosed with lung cancer caused it through their own choices. Those who currently smoke (16%) are more likely to believe this than those who formerly smoked (8%).

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Susan Wojcicki Foundation/Ipsos Lung Cancer Survey

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: October 23rd-25th, 2026
Number of interviews: 2,020

Margin of error: +/- 2.2 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

Q1. In the past week, how often, if at all, did you do the following? [Every day/Most days/A few days (Net)]

	Total (N=2,020)
Got at least 7 hours of sleep	84%
Took vitamins or nutritional supplements	67%
Exercised	63%
Drank alcohol	22%
Smoked cigarettes	11%
Vaped or used e-cigarettes	9%

Q1. In the past week, how often, if at all, did you do the following? [Once or less/Never (Net)]

	Total
Vaped or used e-cigarettes	90%
Smoked cigarettes	89%
Drank alcohol	76%
Exercised	36%
Took vitamins or nutritional supplements	32%
Got at least 7 hours of sleep	16%

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Q1_1. In the past week, how often, if at all, did you do the following? Smoked cigarettes

	Total
Every day	6%
Most days	2%
A few days	3%
Once or less	3%
Never	86%
Skipped	1%
Every day/Most days/A few days (Net)	*11%*
Once or less/Never (Net)	*89%*

Q1_2. In the past week, how often, if at all, did you do the following? Vaped or used e-cigarettes

	Total
Every day	4%
Most days	2%
A few days	3%
Once or less	3%
Never	87%
Skipped	*
Every day/Most days/A few days (Net)	*9%*
Once or less/Never (Net)	*90%*

Q1_3. In the past week, how often, if at all, did you do the following? Took vitamins or nutritional supplements

	Total
Every day	42%
Most days	13%
A few days	12%
Once or less	8%
Never	24%
Skipped	1%
Every day/Most days/A few days (Net)	*67%*
Once or less/Never (Net)	*32%*

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Q1_4. In the past week, how often, if at all, did you do the following? Exercised

	Total
Every day	13%
Most days	22%
A few days	28%
Once or less	20%
Never	16%
Skipped	1%
Every day/Most days/A few days (Net)	*63%*
Once or less/Never (Net)	*36%*

Q1_5. In the past week, how often, if at all, did you do the following? Got at least 7 hours of sleep

	Total
Every day	20%
Most days	36%
A few days	28%
Once or less	10%
Never	6%
Skipped	1%
Every day/Most days/A few days (Net)	*84%*
Once or less/Never (Net)	*16%*

Q1_6. In the past week, how often, if at all, did you do the following? Drank alcohol

	Total
Every day	3%
Most days	4%
A few days	15%
Once or less	23%
Never	53%
Skipped	1%
Every day/Most days/A few days (Net)	*22%*
Once or less/Never (Net)	*76%*

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Q2_1. When was the last time, if ever, you did the following? Had a routine physical exam with your primary care doctor or another healthcare provider

	Total
Within the past year	67%
1-2 years ago	14%
3-5 years ago	7%
More than 5 years ago	7%
Never	5%
Skipped	1%

Q2_2. When was the last time, if ever, you did the following? Had blood work done as part of a health check up

	Total
Within the past year	68%
1-2 years ago	14%
3-5 years ago	7%
More than 5 years ago	5%
Never	5%
Skipped	1%

Q2_3. When was the last time, if ever, you did the following? Visited a primary care doctor or nurse practitioner for any reason

	Total
Within the past year	72%
1-2 years ago	12%
3-5 years ago	6%
More than 5 years ago	5%
Never	4%
Skipped	1%

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Q2_4. When was the last time, if ever, you did the following? Received a recommended health screening (such as cholesterol, cancer, or blood pressure)

	Total
Within the past year	61%
1-2 years ago	12%
3-5 years ago	6%
More than 5 years ago	5%
Never	16%
Skipped	1%

Q2_5. When was the last time, if ever, you did the following? Got a CT scan, X-ray, MRI, or other full body scan

	Total
Within the past year	30%
1-2 years ago	15%
3-5 years ago	16%
More than 5 years ago	19%
Never	19%
Skipped	1%

Q2A. **(Base: IF DID NOT SMOKE CIGARETTES IN THE PAST WEEK (Q1_1=NEVER OR REFUSED)** Have you ever smoked in your entire life?

	Did not smoke cigarettes in the past week (N=1,738)
Yes, I used to smoke regularly	21%
Yes, I used to smoke occasionally	11%
Yes, but only once or twice	13%
No, but I lived with someone who smoked (e.g. a parent, sibling, roommate)	20%
No, and I have never lived with someone who smoked	34%
Skipped	1%

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Q2B. **(Base: CURRENTLY SMOKES (Q1_1=1-3) OR FORMERLY SMOKED (Q2A=1 OR 2))** How many years have you smoked?/did you smoke?

	Currently smokes or formerly smoked (N=763)
Mean	16.6 years
Skipped	3%

Q3. How familiar, if at all, are you with the following? [Very / Somewhat familiar (Net)]

	Total
Pope Leo's recent diagnosis of early-stage lung cancer	34%
Current medical recommendations for lung cancer screening	25%

Q3_1. How familiar, if at all, are you with the following? Pope Leo's recent diagnosis of early-stage lung cancer

	Total
Very familiar	13%
Somewhat familiar	21%
Heard of, but that's it	31%
Not at all familiar	34%
Skipped	1%
Very / Somewhat familiar (Net)	*34%*
Heard of, but that's it / Not at all familiar (Net)	*65%*

Q3_2. How familiar, if at all, are you with the following? Current medical recommendations for lung cancer screening

	Total
Very familiar	7%
Somewhat familiar	18%
Heard of, but that's it	23%
Not at all familiar	51%
Skipped	1%
Very / Somewhat familiar (Net)	*25%*
Heard of, but that's it / Not at all familiar (Net)	*74%*

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Q4. Which of the following, if any, are your main concerns if your doctor was to recommend that you get screened for lung cancer?

	Total
The possibility of having cancer	28%
Insurance coverage concerns	21%
Cost of the screening	20%
Accuracy of diagnoses	9%
Exposure to radiation	7%
Amount of time it would take	4%
Pain associated with the screening	3%
Transportation issues	2%
Feeling embarrassed or judged	1%
Other	1%
No concerns	40%
Skipped	1%

Q5. To the best of your knowledge, are the following statements true or false? [Correct Answer]

	Total
Lung cancer can occur in people who have never smoked **[True]**	84%
Screening can help detect lung cancers before they spread **[True]**	80%
A majority of lung cancer cases are diagnosed at an early stage **[False]**	30%
Lung cancer is the leading cause of cancer-related deaths worldwide **[True]**	27%
After smoking, secondhand smoke is the second leading cause of lung cancer **[False]**	6%

Q5_1. To the best of your knowledge, are the following statements true or false? Lung cancer is the leading cause of cancer-related deaths worldwide

	Total
True **[Correct Answer]**	27%
False	15%
Not sure	57%
Skipped	2%

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Q5_2. To the best of your knowledge, are the following statements true or false? A majority of lung cancer cases are diagnosed at an early stage

	Total
True	13%
False **[Correct Answer]**	30%
Not sure	55%
Skipped	2%

Q5_3. To the best of your knowledge, are the following statements true or false? After smoking, secondhand smoke is the second leading cause of lung cancer

	Total
True	58%
False **[Correct Answer]**	6%
Not sure	35%
Skipped	2%

Q5_4. To the best of your knowledge, are the following statements true or false? Lung cancer can occur in people who have never smoked

	Total
True **[Correct Answer]**	84%
False	2%
Not sure	12%
Skipped	2%

Q5_5. To the best of your knowledge, are the following statements true or false? Screening can help detect lung cancers before they spread

	Total
True **[Correct Answer]**	80%
False	2%
Not sure	17%
Skipped	2%

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Q6. How well, if at all, do the following describe your own views? [Extremely / Very Well (Net)]

	Total
If someone smokes, they still deserve compassion when dealing with a lung cancer diagnosis	61%
(Base: Currently smokes or formerly smoked) I don't like disclosing my smoking history to healthcare providers	15%
My doctor has discussed cancer screenings and my options with me	14%
Screening for lung cancer isn't necessary if you feel healthy and don't have a family history	9%
Most people eligible for lung cancer screenings get screened	9%
People diagnosed with lung cancer caused it through their own choices	8%
Only people who have smoked can get lung cancer	6%

Q6_1. How well, if at all, do the following describe your own views? Only people who have smoked can get lung cancer

	Total
Extremely well	2%
Very well	3%
Somewhat well	10%
Not very well	18%
Not well at all	64%
Skipped	3%
Extremely/Very well (Net)	*6%*
Not very well/Not well at all (Net)	*82%*

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Q6_2. How well, if at all, do the following describe your own views? Screening for lung cancer isn't necessary if you feel healthy and don't have a family history

	Total
Extremely well	3%
Very well	6%
Somewhat well	22%
Not very well	30%
Not well at all	35%
Skipped	3%
Extremely/Very well (Net)	*9%*
Not very well/Not well at all (Net)	*65%*

Q6_3. How well, if at all, do the following describe your own views? Most people eligible for lung cancer screenings get screened

	Total
Extremely well	3%
Very well	6%
Somewhat well	30%
Not very well	36%
Not well at all	22%
Skipped	3%
Extremely/Very well (Net)	*9%*
Not very well/Not well at all (Net)	*58%*

Q6_4. How well, if at all, do the following describe your own views? People diagnosed with lung cancer caused it through their own choices

	Total
Extremely well	2%
Very well	6%
Somewhat well	26%
Not very well	28%
Not well at all	35%
Skipped	3%
Extremely/Very well (Net)	*8%*
Not very well/Not well at all (Net)	*62%*

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Q6_5. How well, if at all, do the following describe your own views? My doctor has discussed cancer screenings and my options with me

	Total
Extremely well	6%
Very well	9%
Somewhat well	17%
Not very well	16%
Not well at all	49%
Skipped	3%
Extremely/Very well (Net)	*14%*
Not very well/Not well at all (Net)	*66%*

Q6_6. **(Base: CURRENTLY SMOKES (Q1_1=1-3) OR FORMERLY SMOKED (Q2A=1 OR 2))** How well, if at all, do the following describe your own views? I don't like disclosing my smoking history to healthcare providers

	Currently smokes or formerly smoked
Extremely well	6%
Very well	9%
Somewhat well	20%
Not very well	17%
Not well at all	46%
Skipped	3%
Extremely/Very well (Net)	*15%*
Not very well/Not well at all (Net)	*62%*

Q6_7. How well, if at all, do the following describe your own views? If someone smokes, they still deserve compassion when dealing with a lung cancer diagnosis

	Total
Extremely well	34%
Very well	27%
Somewhat well	22%
Not very well	7%
Not well at all	7%
Skipped	3%
Extremely/Very well (Net)	*61%*
Not very well/Not well at all (Net)	*15%*

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Q7_1. Do you know anyone in your immediate circle who has been diagnosed with...? Lung cancer

	Total
Yes, an extended family member (e.g., grandparent, aunt, uncle)	15%
Yes, a friend, coworker, or acquaintance	10%
Yes, an immediate family member (e.g., parent, sibling)	9%
Yes, I have	5%
No	63%
Refused	1%
Yes (Net)	*36%*

Q7_2. Do you know anyone in your immediate circle who has been diagnosed with...? Any other type of cancer

	Total
Yes, an extended family member (e.g., grandparent, aunt, uncle)	34%
Yes, a friend, coworker, or acquaintance	26%
Yes, an immediate family member (e.g., parent, sibling)	32%
Yes, I have	16%
No	23%
Refused	2%
Yes (Net)	*75%*

Q8. How much trust do you have, if any, in the following to provide you with health information and news?

Data held for future release

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Q9. Below are some statements about lung cancer. For each, please indicate how convincing of a reason, if at all, it is to speak to your health care provider about whether lung cancer screening is right for you. [Extremely / Very Convincing (Net)]

	Total
Finding lung cancer early can lead to more treatment options and better chances of survival	68%
Anyone with lungs can get lung cancer	58%
Lung cancer isn't just a "smoker's disease"	58%
Exposure to air pollution, wildfire smoke, or radon can be risk factors	55%
Lung cancer is the leading cause of cancer death – not because it's untreatable, but because it's usually diagnosed too late	53%
Lung cancer often causes no noticeable symptoms in its early stages	46%

Q9_1. Below are some statements about lung cancer. For each, please indicate how convincing of a reason, if at all, it is to speak to your health care provider about whether lung cancer screening is right for you. Finding lung cancer early can lead to more treatment options and better chances of survival

	Total
Extremely convincing	34%
Very convincing	35%
Somewhat convincing	22%
Not very convincing	4%
Not convincing at all	3%
Skipped	3%
Extremely/Very convincing (Net)	*68%*
Not very convincing/Not convincing at all (Net)	*7%*

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Topline & Methodology

Q9_2. Below are some statements about lung cancer. For each, please indicate how convincing of a reason, if at all, it is to speak to your health care provider about whether lung cancer screening is right for you. Lung cancer often causes no noticeable symptoms in its early stages

	Total
Extremely convincing	18%
Very convincing	28%
Somewhat convincing	37%
Not very convincing	9%
Not convincing at all	5%
Skipped	3%
Extremely/Very convincing (Net)	*46%*
Not very convincing/Not convincing at all (Net)	*14%*

Q9_3. Below are some statements about lung cancer. For each, please indicate how convincing of a reason, if at all, it is to speak to your health care provider about whether lung cancer screening is right for you. Anyone with lungs can get lung cancer

	Total
Extremely convincing	31%
Very convincing	27%
Somewhat convincing	27%
Not very convincing	7%
Not convincing at all	4%
Skipped	3%
Extremely/Very convincing (Net)	*58%*
Not very convincing/Not convincing at all (Net)	*12%*

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Q9_4. Below are some statements about lung cancer. For each, please indicate how convincing of a reason, if at all, it is to speak to your health care provider about whether lung cancer screening is right for you. Lung cancer isn't just a "smoker's disease"

	Total
Extremely convincing	26%
Very convincing	32%
Somewhat convincing	27%
Not very convincing	7%
Not convincing at all	6%
Skipped	3%
Extremely/Very convincing (Net)	*58%*
Not very convincing/Not convincing at all (Net)	*13%*

Q9_5. Below are some statements about lung cancer. For each, please indicate how convincing of a reason, if at all, it is to speak to your health care provider about whether lung cancer screening is right for you. Exposure to air pollution, wildfire smoke, or radon can be risk factors

	Total
Extremely convincing	23%
Very convincing	32%
Somewhat convincing	31%
Not very convincing	7%
Not convincing at all	4%
Skipped	3%
Extremely/Very convincing (Net)	*55%*
Not very convincing/Not convincing at all (Net)	*11%*

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Q9_6. Below are some statements about lung cancer. For each, please indicate how convincing of a reason, if at all, it is to speak to your health care provider about whether lung cancer screening is right for you. Lung cancer is the leading cause of cancer death – not because it's untreatable, but because it's usually diagnosed too late

	Total
Extremely convincing	20%
Very convincing	33%
Somewhat convincing	33%
Not very convincing	7%
Not convincing at all	4%
Skipped	3%
Extremely/Very convincing (Net)	*53%*
Not very convincing/Not convincing at all (Net)	*11%*

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About the Study

This poll was conducted by Ipsos from October 23rd to 25th, 2026, using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 2,020 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 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 study was conducted in English. 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 2025 March Supplement of the Current Population Survey (CPS). Party ID benchmarks are from the 2025 National Public Opinion Reference Survey (NPORS).

- 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+)
- Party Identification (Republican, Lean Republican, Independent/Not lean, Lean Democrat, Democrat)

The margin of sampling error is plus or minus 2.2 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 1.05.

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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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TOPLINE & METHODOLOGY

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

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

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ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

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