PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior

Washington, DC, November 20, 2026

1. How familiar, if at all, are you with each of the following?

Total Familiar Summary

	11/18-19, 2026
Federal Aviation Administration (FAA) disruptions causing a nationwide stoppage of flights	76%
Service outages at banks and airlines causing disruptions	70%
A widespread outage of Microsoft Outlook stopping email for businesses and consumers	69%
NVIDIA's CEO Jensen Huang stepping down amid scandals	59%
Robert Pattinson being named the next James Bond	58%
The U.S. losing its measles elimination status, as the virus spreads	57%
President Trump meeting with Chinese President Xi Jinping and Russian President Vladimir Putin at a summit in China	57%
The long-awaited release of Grand Theft Auto VI, the latest edition in the video game franchise	54%
The National Security Agency's (NSA) internal network going down	52%
Mississippi electing Democrat Scott Colom as the state's first Black U.S. senator since Reconstruction	48%

a. Federal Aviation Administration (FAA) disruptions causing a nationwide stoppage of flights

	11/18-19, 2026
Very familiar	43%
Somewhat familiar	33%
Heard of it, but that's it	14%
Never heard of it	10%
Familiar (Net)	*76%*
Not familiar (Net)	*24%*

b. The U.S. losing its measles elimination status, as the virus spreads

	11/18-19, 2026
Very familiar	30%
Somewhat familiar	27%
Heard of it, but that's it	18%
Never heard of it	25%
Familiar (Net)	*57%*
Not familiar (Net)	*43%*

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Senior Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

1. How familiar, if at all, are you with each of the following? *(Continued)*

c. Robert Pattinson being named the next James Bond

	11/18-19, 2026
Very familiar	30%
Somewhat familiar	28%
Heard of it, but that's it	21%
Never heard of it	21%
Familiar (Net)	*58%*
Not familiar (Net)	*42%*

d. A widespread outage of Microsoft Outlook stopping email for businesses and consumers

	11/18-19, 2026
Very familiar	40%
Somewhat familiar	28%
Heard of it, but that's it	19%
Never heard of it	12%
Familiar (Net)	*69%*
Not familiar (Net)	*31%*

e. NVIDIA's CEO Jensen Huang stepping down amid scandals

	11/18-19, 2026
Very familiar	33%
Somewhat familiar	26%
Heard of it, but that's it	18%
Never heard of it	23%
Familiar (Net)	*59%*
Not familiar (Net)	*41%*

f. Service outages at banks and airlines causing disruptions

	11/18-19, 2026
Very familiar	38%
Somewhat familiar	33%
Heard of it, but that's it	21%
Never heard of it	9%
Familiar (Net)	*70%*
Not familiar (Net)	*30%*

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Washington DC 20006
+1 202 463-7300

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Tel: +1 202 374 2613

1. How familiar, if at all, are you with each of the following? *(Continued)*

g. President Trump meeting with Chinese President Xi Jinping and Russian President Vladimir Putin at a summit in China

	11/18-19, 2026
Very familiar	25%
Somewhat familiar	31%
Heard of it, but that's it	26%
Never heard of it	18%
Familiar (Net)	*57%*
Not familiar (Net)	*43%*

h. The National Security Agency's (NSA) internal network going down

	11/18-19, 2026
Very familiar	22%
Somewhat familiar	30%
Heard of it, but that's it	20%
Never heard of it	27%
Familiar (Net)	*52%*
Not familiar (Net)	*48%*

i. The long-awaited release of Grand Theft Auto VI, the latest edition in the video game franchise

	11/18-19, 2026
Very familiar	31%
Somewhat familiar	23%
Heard of it, but that's it	23%
Never heard of it	23%
Familiar (Net)	*54%*
Not familiar (Net)	*46%*

j. Mississippi electing Democrat Scott Colom as the state's first Black U.S. senator since Reconstruction

	11/18-19, 2026
Very familiar	28%
Somewhat familiar	21%
Heard of it, but that's it	20%
Never heard of it	32%
Familiar (Net)	*48%*
Not familiar (Net)	*52%*

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Washington DC 20006
+1 202 463-7300

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2. As you may know, the following topics were in the news recently. Regardless of how familiar you may be with them, how much, if at all, do you care about them?

a. Federal Aviation Administration (FAA) disruptions causing a nationwide stoppage of flights

	11/18-19, 2026
I care a lot	52%
I care a little	33%
I don't care at all	11%
Don't know	4%

b. The U.S. losing its measles elimination status, as the virus spreads

	11/18-19, 2026
I care a lot	53%
I care a little	30%
I don't care at all	11%
Don't know	5%

c. Robert Pattinson being named the next James Bond

	11/18-19, 2026
I care a lot	8%
I care a little	24%
I don't care at all	62%
Don't know	5%

d. A widespread outage of Microsoft Outlook stopping email for businesses and consumers

	11/18-19, 2026
I care a lot	47%
I care a little	36%
I don't care at all	12%
Don't know	4%

e. NVIDIA's CEO Jensen Huang stepping down amid scandals

	11/18-19, 2026
I care a lot	18%
I care a little	29%
I don't care at all	43%
Don't know	10%

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2. As you may know, the following topics were in the news recently. Regardless of how familiar you may be with them, how much, if at all, do you care about them? *(Continued)*

f. Service outages at banks and airlines causing disruptions

	11/18-19, 2026
I care a lot	55%
I care a little	34%
I don't care at all	8%
Don't know	3%

g. President Trump meeting with Chinese President Xi Jinping and Russian President Vladimir Putin at a summit in China

	11/18-19, 2026
I care a lot	29%
I care a little	38%
I don't care at all	24%
Don't know	9%

h. The National Security Agency's (NSA) internal network going down

	11/18-19, 2026
I care a lot	46%
I care a little	35%
I don't care at all	13%
Don't know	6%

i. The long-awaited release of Grand Theft Auto VI, the latest edition in the video game franchise

	11/18-19, 2026
I care a lot	14%
I care a little	18%
I don't care at all	63%
Don't know	5%

j. Mississippi electing Democrat Scott Colom as the state's first Black U.S. senator since Reconstruction

	11/18-19, 2026
I care a lot	29%
I care a little	30%
I don't care at all	35%
Don't know	6%

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PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are some of the findings of the one hundred fifty first and a half wave of an Ipsos poll conducted between November 18-19, 2026. For this survey, a sample of 1,081 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

- The first wave was conducted between April 10-13, 2020, among 1,114 U.S. adults
- The second was conducted April 17-20, 2020, among 1,111 U.S. adults
- The third was conducted April 27-28, 2020, among 1,112 U.S. adults
- The fourth was conducted May 4-5, 2020, among 1,114 U.S. adults
- The fifth wave was conducted May 14-15, 2020, among 1,114 U.S. adults
- The sixth wave was conducted May 28-29, 2020, among 1,113 U.S. adults
- The seventh wave was conducted June 8-9, 2020, among 1,113 U.S. adults
- The eighth wave was conducted June 23-24, 2020, among 1,113 U.S. adults
- The ninth wave was conducted July 21-22, 2020, among 1,115 U.S. adults
- The tenth wave was conducted August 4-5, 2020, among 1,111 U.S. adults
- The eleventh wave was conducted August 18-10, 2020, among 1,115 U.S. adults
- The twelfth wave was conducted September 1-2, 2020, among 1,113 U.S. adults
- The thirteenth wave was conducted September 15-16, 2020, among 1,113 U.S. adults
- The fourteenth wave was conducted September 29-30, 2020, among 1,115 U.S. adults
- The fifteenth wave was conducted October 13-14, 2020, among 1,114 U.S. adults
- The sixteenth wave was conducted October 27-28, 2020, among 1,115 U.S. adults
- The seventeenth wave was conducted November 10-12, 2020, among 1,113 adults
- The eighteenth wave was conducted November 24-25, 2020, among 1,114 adults
- The nineteenth wave was conducted December 9-10, 2020, among 1,112 adults
- The twentieth wave was conducted January 20-21, 2021, among 1,115 adults
- The twenty-first wave was conducted February 2-3, 2021, among 1,115 adults
- The twenty-second wave was conducted February 17-18, 2021, among 1,115 adults
- The twenty-third wave was conducted March 2-3, 2021, among 1,115 adults.
- The twenty-fourth wave was conducted March 15-16, 2021, among 1,115 adults.
- The twenty-fifth wave was conducted March 30-31, 2021, among 1,115 adults.
- The twenty-sixth wave was conducted April 13-14, 2021, among 1,115 adults.
- The twenty-seventh wave was conducted April 27-28, 2021, among 1,115 adults.
- The twenty-eighth wave was conducted May 11-12, 2021, among 1,167 adults.
- The twenty-ninth wave was conducted May 25-26, 2021, among 1,178 adults.
- The thirtieth wave was conducted June 8-9, 2021, among 1,177 adults.
- The thirty-first wave was conducted June 22-23, 2021, among 1,176 adults.
- The thirty-second wave was conducted July 6-7, 2021, among 1,179 adults.
- The thirty-third wave was conducted July 20-21, 2021, among 1,137 adults.
- The thirty-fourth wave was conducted August 3-4, 2021, among 1,174 adults.
- The thirty-fifth wave was conducted August 18-19, 2021, among 1,177 adults.
- The thirty-sixth wave was conducted August 31-September 1, 2021, among 1,166 adults.
- The thirty-seventh wave was conducted September 14-15, 2021, among 1,177 adults.
- The thirty-eighth wave was conducted September 28-29, 2021, among 1,173 adults.
- The thirty-ninth wave was conducted October 12-13, 2021, among 1,174 adults.
- The fortieth wave was conducted October 26-27, 2021, among 1,160 adults.
- The forty-first wave was conducted November 9-10, 2021, among 1,160 adults

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

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Senior Vice President, US, Public Affairs
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Tel: +1 202 374 2613

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- The forty-second wave was conducted November 22-23, 2021, among 1,162 adults
- The forty-third wave was conducted December 7-8, 2021, among 1,160 adults
- The forty-fourth wave was conducted January 4-5, 2022, among 1,158 adults
- The forty-fifth wave was conducted January 18-19, 2022, among 1,158 adults
- The forty-sixth wave was conducted February 2-3, 2022, among 2,010 adults
- The forty-seventh wave was conducted February 15-16, 2022, among 1,156 adults
- The forty-eighth wave was conducted March 1-2, 2022, among 1,154 adults
- The forty-ninth wave was conducted March 15-16, 2022, among 1,154 adults
- The fiftieth wave was conducted March 29-30, 2022, among 1,152 adults
- The fifty-first wave was conducted April 12-13, 2022, among 1,165 adults
- The fifty-second wave was conducted April 26-27, 2022, among 1,136 adults
- The fifty-third wave was conducted May 10-11, 2022, among 1,120 adults
- The fifty-fourth wave was conducted May 24-25, 2022, among 1,120 adults
- The fifty-fifth wave was conducted June 7-8, 2022, among 1,117 adults
- The fifty-sixth wave was conducted June 22-23, 2022, among 1,117 adults
- The fifty-seventh wave was conducted July 19-20, 2022, among 1,120 adults
- The fifty-eighth wave was conducted August 2-3, 2022, among 1,119 adults
- The fifty-ninth wave was conducted August 16-17, 2022. among 1,120 adults
- The sixtieth wave was conducted August 30-31, 2022, among 1,110 adults
- The sixty-first wave was conducted September 13-14, 2022, among 1,118 adults
- The sixty-second wave was conducted September 27-28, 2022, among 1,120 adults
- The sixty-third wave was conducted October 11-12, 2022, among 1,120 adults
- The sixty-fourth wave was conducted October 25-26, 2022, among 1,120 adults
- The sixty-fifth wave was conducted November 11-12, 2022, among 1,115 adults
- The sixty-sixth wave was conducted December 7-8, 2022, among 1,118 adults
- The sixty-seventh wave was conducted January 18-19, 2023, among 1,119 adults
- The sixty-eight wave was conducted January 31-February 1, 2023, among 1,118 adults
- The sixty-ninth wave was conducted February 14-15, 2023, among 1,109 adults
- The seventieth wave was conducted February 28- March 1, 2023 among 1,105 adults
- The seventy-first wave was conducted March 14-15, 2023 among 1,119 adults
- The seventy-second wave was conducted March 28-29, 2023, among 1,120 adults
- The seventy-third wave was conducted April 11-12, 2023, among 1,120 adults
- The seventy-fourth wave was conducted April 25-26, 2023, among 1,120 adults
- The seventy-fifth wave was conducted May 9-10, 2023, among 1,117 adults
- The seventy-sixth wave was conducted May 23-24, 2023, among 1,116 adults
- The seventy-seventh wave was conducted June 6-7, 2023 among 1,108 adults
- The seventy-eighth wave was conducted June 21-22, 2023 among 1,109 adults
- The seventy-nineth wave was conducted July 18-19, 2023 among 1,109 adults
- The eightieth wave was conducted August 1-2, 2023 among 1,118 adults
- The eighty-first wave was conducted August 15-16, 2023 among 1,115 adults
- The eighty-second wave was conducted August 29-30, 2023 among 1,103 adults
- The eighty-third wave was conducted September 12-13, 2023 among 1,116 adults
- The eighty-fourth wave was conducted September 26-27, 2023 among 1,116 adults

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+1 202 463-7300

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- The eighty-fifth wave was conducted October 10-11, 2023 among 1,119 adults
- The eighty-sixth wave was conducted October 24-25, 2023 among 1,118 adults
- The eighty-seventh wave was conducted November 7-8, 2023 among 1,120 adults
- The eighty-eighth wave was conducted December 5-6, 2023 among 1,120 adults
- The eighty-eighth and a half wave was conducted January 9-10, 2024 among 1,119 adults
- The eighty-ninth wave was conducted January 23-24, 2024 among 1,118 adults
- The ninetieth wave was conducted February 6-7, 2024 among 1,120 adults
- The ninety-first wave was conducted February 21-22, 2024 among 1,119 adults
- The ninety-second wave was conducted March 5-6, 2024 among 1,084 adults
- The ninety-third wave was conducted March 19-20, 2024 among 1,120 adults
- The ninety-third and a half wave was conducted April 2-3, 2024 among 1,082 adults
- The ninety-fourth wave was conducted April 16-17, 2024 among 1,081 adults
- The ninety-fifth wave was conducted April 30-May 1, 2024 among 1,081 adults
- The ninety-sixth wave was conducted May 14-15, 2024 among 1,081 adults
- The ninety-sixth and a half wave was conducted May 30-31, 2024 among 1,086 adults
- The ninety-seventh wave was conducted June 11-12, 2024 among 1,085 adults
- The ninety-eighth wave was conducted June 25-26, 2024 among 1,085 adults
- The ninety-ninth wave was conducted July 23-24, 2024 among 1,081 adults
- The one hundredth wave was conducted August 6-7, 2024 among 1,085 adults
- The one hundred and first wave was conducted August 20-21, 2024 among 1,083 adults
- The one hundred and second wave was conducted September 4-5, 2024 among 1,081 adults
- The one hundred and third wave was conducted September 17-18, 2024 among 1,084 adults
- The one hundred and fourth wave was conducted October 1-2, 2024 among 1,085 adults
- The one hundred and fifth wave was conducted October 15-16, 2024 among 1,085 adults
- The one hundred and sixth wave was conducted October 29-30, 2024 among 1,085 adults
- The one hundred and seventh wave was conducted November 13-14, 2024 among 1,095 adults
- The one hundred and eighth wave was conducted December 10-11, 2024 among 1,085 adults
- The one hundred and ninth wave was conducted January 14-15, 2025 among 1,085 adults
- The one hundred and tenth wave was conducted January 28-29, 2025 among 1,080 adults
- The one hundred and eleventh wave was conducted February 11-12, 2025 among 1,082 adults
- The one hundred and twelfth wave was conducted February 25-26, 2025 among 1,083 adults
- The one hundred and thirteenth wave was conducted March 11-12, 2025 among 1,077 adults
- The one hundred and fourteenth wave was conducted March 25-26, 2025 among 1,085 adults
- The one hundred and fifteenth wave was conducted April 8-9, 2025 among 1,090 adults
- The one hundred and sixteenth wave was conducted April 23-24, 2025 among 1,085 adults
- The one hundred and seventeenth wave was conducted May 6-7, 2025 among 1,094 adults

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Senior Vice President, US, Public Affairs
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Tel: +1 202 374 2613

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- The one hundred and eighteenth wave was conducted May 21-22, 2025 among 1,085 adults
- The one hundred and nineteenth wave was conducted June 3-4, 2025 among 1,080 adults
- The one hundred and twentieth wave was conducted June 17-18, 2025 among 1,096 adults
- The one hundred and twenty-first wave was conducted July 15-16, 2025 among 1,083 adults
- The one hundred and twenty-second wave was conducted July 29-30, 2025 among 1,085 adults
- The one hundred and twenty-third wave conducted August 12-13, 2025 among 1,085 adults
- The one hundred and twenty-fourth wave conducted August 26-27, 2025 among 1,085 adults
- The one hundred and twenty-fifth wave conducted September 9-10, 2025 among 1,082 adults
- The one hundred and twenty-sixth wave conducted September 23-24, 2025 among 1,085 adults
- The one hundred and twenty-seventh wave conducted October 7-8, 2025 among 1,093 adults
- The one hundred and twenty-eighth wave conducted October 22-23, 2025 among 1,085 adults
- The one hundred and twenty-ninth wave conducted November 4-5, 2025 among 1,086 adults
- The one hundred and thirtieth wave conducted November 18-19, 2025 among 1,090 adults
- The one hundred and thirty-first wave conducted December 9-10, 2025 among 1,085 adults
- The one hundred and thirty-second wave conducted January 13-14, 2026 among 1,290 adults
- The one hundred and thirty-third wave conducted January 27-28, 2026 among 1,085 adults
- The one hundred and thirty-fourth wave conducted February 10-11, 2026 among 1,085 adults
- The one hundred and thirty-fifth wave conducted February 24-25, 2026 among 1,085 adults
- The one hundred and thirty-sixth wave conducted March 10-11, 2026 among 1,085 adults
- The one hundred and thirty-seventh wave conducted March 24-25, 2026 among 1,085 adults
- The one hundred and thirty-eighth wave conducted April 7-8, 2026 among 1,082 adults
- The one hundred and thirty-ninth wave conducted April 21-22, 2026 among 1,091 adults
- The one hundred and fortieth wave conducted May 5-6, 2026 among 1,078 adults
- The one hundred and forty-first wave conducted May 19-20, 2026 among 1,081 adults
- The one hundred and forty-second wave conducted June 2-3, 2026 among 1,084 adults
- The one hundred and forty-third wave conducted June 16-17, 2026 among 1,082 adults
- The one hundred and forty-fourth wave conducted July 14-15, 2026 among 1,085 adults
- The one hundred and forty-fifth wave conducted July 28-29, 2026 among 1,085 adults
- The one hundred and forty-sixth wave conducted August 25-26, 2026 among 1,082 adults
- The one hundred and forty-seventh wave conducted September 9-10, 2026 among 1,082 adults
- The one hundred and forty-eighth wave conducted September 22-23, 2026 among 1,083 adults

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- The one hundred and forty-ninth wave of an Ipsos poll conducted between October 6-7, 2026 among 1,083 adults
- The one hundred and fiftieth wave of an Ipsos poll conducted between October 20-21, 2026 among 1,085 adults
- The one hundred and fifty-first wave of an Ipsos poll conducted between November 10-12, 2026 among 1,085 adults
- The one hundred fifty-first and a half wave of an Ipsos poll conducted between November 18-19, 2026 among 1,081 adults

The sample for this study 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 the 2025 March Supplement of the Current Population Survey (CPS). The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

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 3.6 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=1,081, DEFF=1.5, adjusted Confidence Interval=+/- 5.1 percentage points).

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- The forty-sixth wave of this study has a credibility interval of plus or minus 2.5 percentage points.
- The first, fourth, fifth, sixth, seventh, eighth, ninth, eleventh, twelfth, thirteenth, fourteenth, fifteenth, sixteenth, seventeenth, eighteenth, twentieth, twenty-first, twenty-second, twenty-third, twenty-fourth, twenty-fifth, twenty-sixth, twenty-seventh, twenty-eighth, twenty-ninth, thirtieth, thirty-first, thirty-second, thirty-third, thirty-fourth, thirty-fifth, thirty-sixth, thirty-seventh, thirty-eighth, thirty-ninth, fortieth, forty-first, forty second, forty-third, forty-fourth, forty-fifth, and one hundred and thirty-second waves of this study have a credibility interval of plus or minus 3.3 percentage points for all respondents.
- The second, third, tenth, and nineteenth waves of this study have a credibility interval of plus or minus 3.4 percentage points for all respondents.
- The forty-seventh, forty-eighth, forty-ninth, fiftieth, and fifty-first waves of this study have a credibility interval of plus or minus 3.5 percentage points.
- The fifty-second, fifty-third, fifty-fourth, fifty-fifth, fifty-sixth, fifty-seventh, fifty-eighth, fifty-ninth, sixtieth, sixty-first, sixty-second, sixty-third, sixty-fourth, sixty-fifth, sixty-sixth, sixty-seventh, sixty-eighth, sixty-ninth, seventieth, seventy-first, seventy-second, seventy-third, seventy-fourth, seventy-fifth, seventy-sixth, seventy-seventh, seventy-eighth, seventy-nineth, eightieth, eighty-first, eighty-second, eighty-third, eighty-fourth, eighty-fifth, eighty-sixth, eighty-seventh, eighty-eighth, eighty-eighth and a half, eighty-ninth, ninetieth, ninety-first, ninety-second, ninety-third, ninety-third and a half, ninety-fourth, ninety-fifth, ninety-sixth, ninety-sixth and a half, ninety-seventh, ninety-eighth, ninety-ninth, one hundredth, one hundred and first, one hundred and second, one hundred and third, one hundred and fourth, one hundred and fifth, one hundred and sixth, one hundred and seventh, one hundred and eighth, one hundred and ninth, one hundred and tenth, one hundred and eleventh, one hundred and twelfth, one hundred and thirteenth, one hundred and fourteenth, one hundred and fifteenth, one hundred and sixteenth, and one hundred and seventeenth, one hundred and eighteenth, one hundred and nineteenth, one hundred and twentieth, one hundred and twenty first, one hundred and twenty second, one hundred and twenty third, one hundred and twenty fourth, one hundred and twenty fifth waves, one hundred and twenty sixth, one hundred and twenty seventh, one hundred and twenty eighth, one hundred and twenty ninth, one hundred and thirtieth, one hundred and thirty-first, one hundred and thirty-third, one hundred and thirty-fourth, one hundred and thirty-fifth, one hundred and thirty-sixth, one hundred and thirty-seventh, one hundred and thirty-eighth, one hundred and thirty-ninth, and one hundred and fortieth, and one hundred and forty-first, one hundred and forty-second, one hundred and forty-third, one hundred and forty-fourth, one hundred and forty-fifth, one hundred and forty-sixth, one hundred and forty-seventh, one hundred and forty-eighth, one hundred and forty-ninth, one hundred and fiftieth, one hundred and fifty-first, and one hundred fifty-first and a half waves of this study have a credibility interval of 3.6 percentage points.

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Senior Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

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For more information on this news release, please contact:

Mallory Newall
Senior Vice President, US
Public Affairs
+1 202 420-2014
mallory.newall@ipsos.com

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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 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 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.

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, Mid-60 indices, and is eligible for the Deferred Settlement Service (SRD).

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www.ipsos.com

35 rue du Val de Marne
75 628 Paris, Cedex 13 France
Tel. +33 1 41 98 90 00

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Senior Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613