

**Panel Book:
KnowledgePanel®
Brings You A
Probability-Based
Online Sample**



Rigor and Expertise



Rigor:

Ipsos provides the highest quality online samples to the research community, backed by experts in survey research methods who work closely with our clients throughout the field period and data delivery. Relying on rigorous statistical methodologies and probability-based samples, survey results from KnowledgePanel® are often used for government and academic research purposes and publications in peer-reviewed journals. KnowledgePanel® is the largest online panel that is representative of the U.S. population. KnowledgePanel® recruitment employs an addressed-based sampling methodology from the United States Postal Service's Delivery Sequence File—a database with full coverage of all delivery points in the U.S. As such, samples from KnowledgePanel® cover all households regardless of their phone status. Member households without Internet access are furnished with a free computing device and Internet service.

One of the unique features of KnowledgePanel® that provides a powerful tool for probability-based sample surveys of rare subgroups is a rich battery of profile data for all 55,000 recruited panel members. These data are obtained from an in-depth Demographic Profile survey and a dozen Topical Profile surveys panel members take once recruited. The availability of such detailed profile data for all panel members provides a cost-effective alternative for selecting representative samples from low-incidence populations based on geodemographic, behavioral, and attitudinal indicators.

Expertise:

By all measures—clients, services, professionals, and industry recognition—Ipsos is a leading research organization. Relying on an impressive cadre of seasoned statisticians and survey research scientists, our tried and proven methodologies are supported by an organizationally mandated quest to remain at the cutting edge of relevant technologies. Our experts have successfully transitioned a myriad of survey and market research projects from phone and mail modalities to online data collection via KnowledgePanel®. These include long-term longitudinal and tracking surveys with complex reporting needs.

Content Overview

4 Personal and Household Characteristics

6 Latino

7 Television

8 Shopping Behavior

9 Lifestyle and Sports Interests

10 Politics

11 Investments and Finance

12 Technology and Electronics

13 Personal Health

14 Health Coverage and Attitudes



Personal and Household Characteristics

Gender

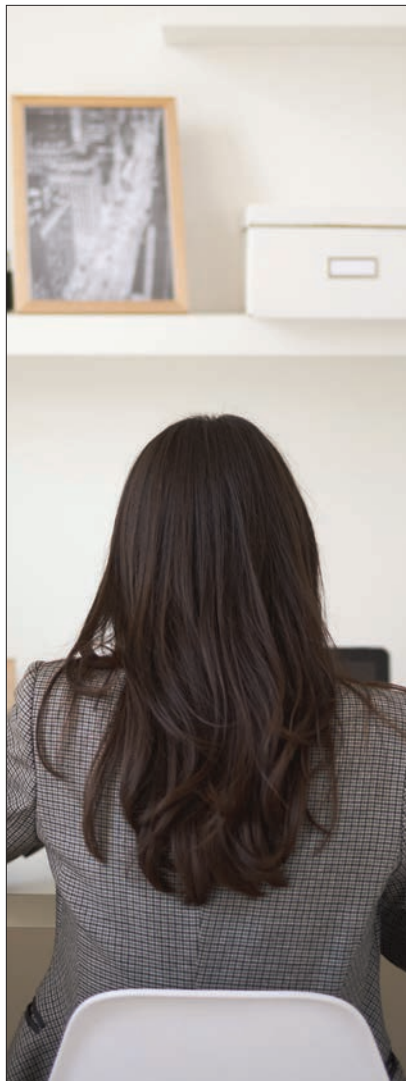
Age

Marital status

- Married
- Widowed
- Divorced
- Separated
- Never married
- Living with partner

Children

- Age
- Gender
- Number



Education

- No formal education
- 1st, 2nd, 3rd or 4th grade
- 5th or 6th grade
- 7th or 8th grade
- 9th grade
- 10th grade
- 11th grade
- 12th grade, no diploma
- High school graduate—high school diploma or the equivalent (GED)
- Some college, no degree
- Associate's degree
- Bachelor's degree
- Master's degree
- Professional or doctorate degree

Race

- White
- Black or African American
- American Indian or Alaska Native
- Asian
- Native Hawaiian/Pacific Islander
- 2+ races

Hispanic origin

- Mexican, Mexican-American, Chicano
- Puerto Rican
- Cuban, Cuban American
- Other Spanish/Hispanic/Latino

Household income

- Less than \$5,000
- \$5,000 to \$7,499
- \$7,500 to \$9,999
- \$10,000 to \$12,499
- \$12,500 to \$14,999
- \$15,000 to \$19,999
- \$20,000 to \$24,999
- \$25,000 to \$29,999
- \$30,000 to \$34,999
- \$35,000 to \$39,999
- \$40,000 to \$49,999
- \$50,000 to \$59,999
- \$60,000 to \$74,999
- \$75,000 to \$84,999
- \$85,000 to \$99,999
- \$100,000 to \$124,999
- \$125,000 to \$149,999
- \$150,000 to \$174,999
- \$175,000 to \$199,999
- \$200,000 to \$249,999
- \$250,000 or more

Home ownership

- Owned or being bought by you or someone in your household
- Rented for cash
- Occupied without payment of cash rent

Domicile location

- ZIP code
- County
- Metro area
- Urban/suburban/rural
- DMA
- State
- Region

Household head

Empty-nester

Internet access

- By paying a cell phone company or internet service provider
- Without paying a cell phone company or internet service provider
- No access to the internet in my house, apartment, or mobile home

Personal/household Internet use locations

- Home
- Work
- School
- School or library
- Another place

Personal/household Internet access mode at home

- Cellular data plan for a smartphone or other mobile device
- High-speed Internet service such as cable, DSL, or fiber-optic service
- Satellite Internet service
- Dial-up service
- Other service

Has at least one telephone INSIDE your home that is currently working and is not a cell phone

How many automobiles, vans, and trucks are kept at home for use by members of your household

In the past 5 years, how many times have you moved or changed your permanent address

Pets in household

- Cat
- Dog
- Fish
- Bird
- Gerbil, guinea pig, hamster, mouse, rabbit, ferret
- Reptile
- Horse
- Other

Employment status

- Working—as a paid employee
- Working—self-employed
- Not working—on temporary layoff from a job
- Not working—looking for work
- Not working—retired
- Not working—disabled
- Not working—other

Employed full time or part time**Self-employed full time or part time****Currently a student****Currently a stay-at-home spouse or partner****Number of jobs****Employment sector**

- Government
 - Federal
 - State
 - Local (county, city, township)
- Private-for-profit company
- Non-profit organization
- Self-employed
- Working in the family business

Level of employment

- Entry level
- Experienced (non-manager)
- Manager/Supervisor of staff/Director
- Executive (e.g., SVP, VP, Department Head)
- Senior Executive (e.g., President, CFO)

Number of employees who report to you**Union membership or representation**

- American Federation of State, County and Municipal Employees
- American Federation of Teachers
- National Education Association of the United States
- Service Employees International Union
- Teamsters
- United Food and Commercial Workers
- United Steelworkers
- Other

Occupation**Industry****Number of people working for employer****Have you ever...**

- Driven for a ride-sharing service such as Uber or Lyft
- Rented out a home or apartment that you own on site such as Airbnb, Homeaway, or VRBO
- Delivered food to customers through a service like Caviar, Uber Eats, or Grubhub
- Provided child care through a service like Zum, Urbansitter, or Care.com
- Done tasks or chores for people through a service like TaskRabbit
- Walked or watched someone's pet through a service like Rover
- Done other freelance or contracting work

Early adopter of technology**Sexual orientation**

- Gay or Lesbian
- Straight, that is, not gay
- Bisexual
- Something else

Gender identity

- Cisgender
- Transgender
- Other

Member of AARP**Member of the Chamber of Commerce****Military service**

- Ever served on active duty
- Currently in Armed Forces
- Ever member of Reserve or National Guard
- Currently in Reserve or National Guard
- Branch of Armed Forces in which currently active or last served
- Length active duty service
- Reserve component in which currently active or last served
- Immediate family member currently on active duty

Religion

- Catholic
- Evangelical or Protestant Christian
- Jehovah's Witness
- Mormon
- Jewish
- Islam/Muslim
- Greek or Russian Orthodox
- Hindu
- Buddhist
- Unitarian (Universalist)
- Other Christian
- Other non-Christian
- No religion

Born-again or evangelical Christian**Frequency of attendance at religious services****Gun in household/personal gun ownership****Ancestry****U.S. citizenship**

- Born a citizen
- Naturalized citizen
- Not a citizen

Country of birth

Latino



Language spoken at home

- Only Spanish
- More Spanish than English
- Both Spanish and English equally
- More English than Spanish
- Only English

Language proficiency

- English proficient
- Bilingual
- Spanish proficient

Country of birth

Years lived in the U.S.

Parents/grandparents born in U.S. or another country

Cultural identification

Spouse Hispanic/Latino

Frequency of sending email or instant messages to people in family's country of origin

Frequency of Spanish/English language use for various activities

- Speaking
- Speaking with friends
- Thinking
- Watching TV programs
- Listening to radio programs
- Listening to music
- Reading news articles
- Reading magazines

Media habits

- Spanish media only
- Spanish media mostly
- Equally Spanish and English media
- English media mostly
- English media only

Television

Number of television sets in home

Has a Smart TV

Brand of Smart TV

Watched streaming video in past 6 months

Type of television service

- Standard antenna/rabbit ears/digital converter/digital antenna
- Cable
- Small dish (DirecTV, Dish Network)
- Large dish
- Telephone company (Verizon FiOS, AT&T U-verse)
- Streaming-only service that provides regular TV networks (DirecTV NOW, Sling TV, PlayStation Vue)
- Internet-connected TV or internet-connected device

How long ago households without pay television service canceled service

How often watches television programs

How many hours of television do you watch on an average day

How often watches programs on broadcast TV networks

- ABC
- CBS
- The CW
- Fox
- MyNetwork TV
- NBC
- PBS
- Telemundo
- Univision

Financial contributions to a public television station in the past 12 months

Devices used to watch streaming video

- Apple TV
- Fire TV
- Google Chromecast
- PlayStation (PS3 or PS4)
- Roku
- Wii or Wii U
- Xbox 360 or Xbox One
- Smartphone
- Tablet
- A desktop or laptop computer

Streaming video services used

- Amazon Prime/Amazon Instant Video
- CBS All Access (distinct from streaming content with ads on CBS.com)
- Epix
- Google Play
- HBO Now (distinct from HBO Go)
- Hulu (pay)
- Netflix
- Showtime App (distinct from Showtime Anytime)
- Sling TV from DISH
- Sony PlayStation Network
- Ultraviolet
- Vudu
- Xbox Live Marketplace
- Website or app from a television network
- Website or app from your TV service provider
- Direct TV NOW
- YouTube TV

How often watched free and paid video-on-demand movies or programs in past 4 weeks

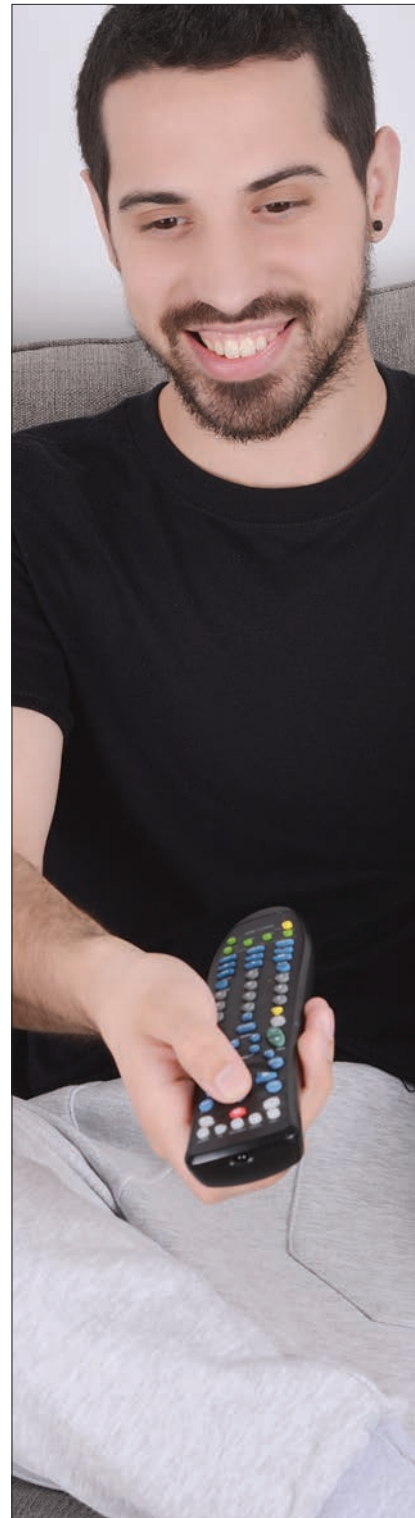
Name of cable TV, satellite TV, or telephone company TV service provider

Services bundled with cable TV

- High-speed Internet access
- Telephone service to your home
- Mobile/cellular telephone service
- Home security/alarm service

Has a digital video recorder (DVR)

How often watches 90 cable TV channels



Shopping Behavior

Primary grocery shopper

Do you enjoy shopping overall

Last time shopped

- Department store (like Macy's, Nordstrom, Kohl's)
- Dollar store (like Dollar General)
- Discount store (like Walmart, Target)
- Specialty clothing store (like The Gap, Ann Taylor)
- Specialty store for beauty care (like Bath & Body Works, Sephora, or a salon or spa)
- Specialty store for home furnishings (like Bed, Bath & Beyond, Pottery Barn, HomeGoods)
- Specialty store for electronics or entertainment (like Best Buy, Apple Store, Microsoft Store)
- Specialty store for pet supplies (like Petco, PetSmart)
- Drug store (like CVS, Walgreens, Rite Aid)
- Supermarket/Grocery store (like Kroger, Whole Foods, Trader Joe's)
- Warehouse Club store (like Sam's Club, BJ's, Costco)
- Home Improvement store (like Home Depot, Lowe's)



- Office Supply store (like Office Depot, Staples)
- Convenience store (like 7-Eleven or store inside gas station)

Stores near enough to where you live or work to shop regularly

I often use coupons when I shop

Stores where made purchase in the past 3 months

- Discount stores or supercenters
 - Target
 - Walmart
- Drug stores
 - CVS
 - Rite Aid
 - Walgreens
- Warehouse club stores
 - Costco
 - Sam's Club
- Electronics retail stores
 - Apple Store
 - Best Buy
 - Microsoft Store
- Home improvement stores
 - Home Depot
 - Lowe's
 - Ace
 - HomeGoods
- Department or clothing stores
 - JC Penney
 - Kohl's
 - Macy's
 - Old Navy
 - The Gap
 - Banana Republic
 - Nordstrom
 - T.J. Maxx

Websites where made purchase in past 3 months

- Amazon
- Bestbuy.com
- eBay
- HomeDepot.com
- Target.com
- Walmart.com

Amazon Prime membership

Types of stores where purchased groceries in past 3 months

- Supermarket/grocery store
- Grocery website (like Peapod, AmazonFresh)

- Discount store
- Farmers market
- Warehouse club store
- Dollar store
- Drug store
- Convenience store

Specific stores where purchased groceries in past year

Last time you visited each store or website to shop for groceries

- In the past month
- 2 to 3 months ago
- 4 to 6 months ago
- More than 6 months ago

Frequency of shopping activities

- Using blogs and social sites to make shopping decisions
- Using coupons received in emails
- Using paper coupons
- Downloading coupons from internet websites
- Researching products online then buying in a physical store
- Researching products in a physical store then buying them online
- Using the internet to compare prices
- Using the internet to check product reviews
- Reading paper store circulars
- Reading online store circulars
- Using Site to Store
- Using social picture sharing sites (e.g., Pinterest, Instagram) to make shopping decisions
- Using a retailer's mobile app when in a store

Use of subscription service for self-prepared meals (meal-kits) such as Blue Apron, HelloFresh or Home Chef

Do you or does any member of your household use grocery delivery companies? (Google Express, Instacart, etc.)

Within the past 3 months, have you used a meal delivery service such as UberEats, DoorDash, GrubHub or similar services?

Use of rideshare companies (such as Uber, Lyft, etc.)

Lifestyle and Sports Interests

Interest in spectator sports

- ATP Men's Tennis
- WTA Women's Tennis
- MLB—Major League Baseball
- MLS—Major League Soccer
- International Pro Soccer
- NBA—National Basketball Association
- WNBA—Women's National Basketball Association
- Men's College Basketball
- Women's College Basketball
- NFL—National Football League
- College Football
- NHL—National Hockey League
- PGA Tour Golf
- LPGA Tour Golf
- Formula One Racing
- IndyCar Racing
- Monster Energy NASCAR Cup Racing (formerly NASCAR Sprint Cup Racing)
- NHRA Drag Racing
- Track & Field
- Cycling
- Horse Racing
- Summer Olympics
- Winter Olympics
- Swimming
- Skiing
- Snowboarding
- Figure Skating
- Boxing
- Mixed Martial Arts—UFC or Bellator
- Pro Wrestling—WWE or TNA
- Extreme Sports
- Skateboarding
- B.A.S.S. Bassmaster Fishing
- Professional Bull Riding (PBR)

Level of interest in sports/fandom

Favorite sport

Sports attended in past 12 months

Activities done in the past 12 months:

- Fishing, hunting, bird watching, camping, hiking, etc.

In past 12 months, how often did you travel more than 100 miles from your home

Reasons you travel

Substance use (such as marijuana, prescription pain relievers)

Personality items



Politics



Registered to vote

Voted in 2016 and candidate voted for

Voted in the 2018 elections for the U.S. Congress

Frequency of voting in local elections

Party identification

- Strong Republican
- Not very strong Republican
- Leans Republican
- Undecided/Independent/Other
- Leans Democratic
- Not very strong Democrat
- Strong Democrat

Political ideology

- Extremely liberal
- Liberal
- Slightly liberal
- Moderate/middle of the road
- Slightly conservative
- Conservative
- Extremely conservative

Level of interest in politics and public affairs

Civic and political activism in past 12 months

- Attended a political protest or rally
- Contacted a government official
- Volunteered or worked for a presidential campaign
- Volunteered or worked for another political candidate, issue or cause
- Served on a committee for a civic, non-profit or community organization
- Written a letter or email to a newspaper/magazine or called a live radio or TV show
- Commented about politics on a message board or internet site
- Held a publicly elected office
- Signed a petition

Active participation in political movements

- Tea Party
- Environmental Rights
- Women's Rights
- Racial Equality
- Right to Life
- Peace/Anti-war
- Lesbian, Gay, Bisexual, Transgender, Queer (LGBTQ) Rights
- Indivisible
- Black Lives Matter

Organizations supported

- NRA
- Heritage Foundation
- Planned Parenthood
- National Right to Life Committee
- Greenpeace
- Sierra Club
- Amnesty International
- National Education Association Foundation
- ACLU
- Americans for Prosperity
- MoveOn.org
- NAACP
- American Red Cross
- Chamber of Commerce
- Alt-right
- Freedom Caucus

Donated money to the following organizations

- Church or religious organization
- College or university
- Political candidate or party
- Issues advocacy organization or cause
- Arts or cultural institution
- Charitable organization that provides direct services to people

Investment and Finance

Primary financial decision maker in household

Banks, brokerages, mutual fund companies, other financial institutions used

Credit union member

Companies used for property/casualty and life insurance policies

Types of accounts

- Checking
- Savings
- Money market

Types of cards

- Credit card
- Credit card secured by a savings account or cash security deposit
- ATM or debit card
- Store credit card
- Prepaid card/reloadable card

Types of loans

- Mortgage
- Auto loan
- Home equity loan/HELOC
- Student loan

Financial services used by household members

- Android Pay
- Apple Pay
- Chase Pay
- Facebook Messenger Payments
- Kohl's Pay
- MasterPass
- PayPal
- Samsung Pay
- Venmo
- Visa Checkout
- Walmart Pay
- Zelle
- Other e-Wallets

Used an app to interact with financial services companies in past 12 months

Types of investments

- 401K or 403B account
- IRA or Roth IRA
- Real estate
- 529 Plan/College Savings Account
- Individual Investment Account
- Individual stocks, bonds, options or commodities
- Mutual Funds
- Annuities
- Exchange Traded Funds (ETFs)
- Health Savings Account (HSA)

Other financial activities in past 12 months

- Cashed a check at a place other than a bank
- Purchased a money order
- Used payday loan or payday advance services
- Sold items at pawn shops
- Bought something at a rent-to-own store
- Received payment for wages on a payroll card
- Overdrafted a checking account

Approach to investment decisions

- Does own research and makes own trades
- Gets information and trading support through a brokerage for a fee
- Relies on a commissioned broker at a brokerage firm
- Uses a financial planner
- Uses a robo-adviser

Total investable assets

- Under \$50,000
- \$50,000 to \$99,999
- \$100,000 to \$249,999
- \$250,000 to \$499,999
- \$500,000 to \$999,999
- \$1,000,000 or more

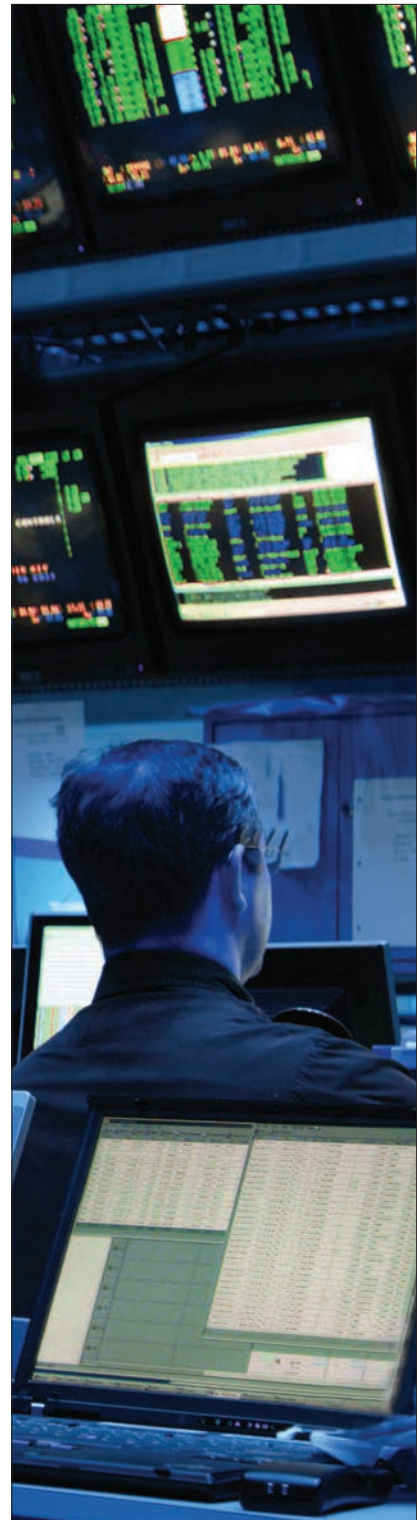
Savings habits

Type of credit/debit cards owned

Bank that issues credit cards

Confidence you could come up with \$2,000 for unexpected needs

Credit score—very poor, poor, fair, good, excellent



Technology and Electronics

Cell phone user

Smartphone user

Cell phone manufacturer and service provider

Smartphone operating system

Number of smartphones used in household

How many hours do you spend on the internet?

Household device ownership

- Desktop
- Laptop
- Tablet
- Gaming console
- Voice controlled speaker/home assistant (such as Amazon Echo)

Personal device ownership

- Desktop
- Laptop
- Tablet
- Voice controlled speaker/home assistant (such as Amazon Echo)
- Wearable computing device



Regular activities on mobile devices

- Listen to music/songs
- Watch movies
- Watch TV shows
- Watch short videos
- Play video or online games
- Research a product or service online
- Purchase a product or service online
- Check prices while shopping
- Email
- Take pictures and video
- Check or post on social media
- Send text messages
- Use a fitness tracking app
- Make phone calls
- Navigate using GPS
- Access the Internet

Operating systems on household desktop/laptop computers and tablets

Has a webcam

Computer network at home

Type of device most often used to access the internet

Internet service provider

Browsers used most frequently

Frequency accessed the Internet in past year

Concern about sharing personal information on the Internet

Frequency of use of specific websites

- Amazon
- Facebook
- LinkedIn
- Reddit
- Twitter
- YouTube
- ESPN
- MSN
- BuzzFeed
- Wikipedia
- Yahoo
- Craigslist
- eBay

- Blogspot (Blogger.com)
- Netflix
- TripAdvisor
- Yelp
- Tumblr
- Instagram
- Pinterest
- PayPal
- Snapchat
- Twitch
- Tic Tok
- WhatsApp
- SHAREit
- Spotify
- Facebook Messenger
- Venmo

Attitudes toward technology and new technology products

- Others rely on me for advice about technology
- I often buy a new technology or, device, as soon as it goes on sale
- I like surfing the internet for fun
- I tend to watch less TV on a traditional television because I watch video online
- I like to post online video content that I create (such as on YouTube)
- I use social networking to communicate with others more than email and instant messenger
- I am fine with advertising on mobile phones
- I would pay to watch a TV show or movie to avoid commercials
- I have had to delay some technology purchases because I didn't have the money
- I like to buy electronics or technology from a physical retail store
- I like to buy technology brands that are environmentally friendly
- I always buy the lowest priced electronics or technology

Esports/Competitive video gaming

- Level of interest
- Attended and watched in person
- Familiarity with specific competitive video games (League or Legends, Fortnite, etc.)

Personal Health

Self-reported health status

Height/weight/BMI

When was last visit to a healthcare professional

Used video conference to visit with healthcare provider in the past 12 months

Received care in an emergency department or urgent care center in past 2 years

Was hospitalized in the past 12 months

Used a retail health clinic for personal care, child care, an adult in your care in past 12 months

Personal disability status

- Blind or have serious difficulty seeing even when wearing glasses?
- Deaf or have serious difficulty hearing?
- Have serious difficulty walking or climbing stairs?
- Have difficulty running errands such as visiting a doctor's office or shopping?
- Have difficulty dressing or bathing?

Personal medical conditions

- Acid reflux disease
- ADHD or ADD
- Asthma, chronic bronchitis or COPD
- Cancer
- Concussion
- Chronic pain (such as low back pain, neck pain or fibromyalgia)
- Diabetes or pre-diabetes
- Eye condition (other than poor vision)
- Gastrointestinal condition
- Heart attack, heart disease or other heart condition
- Hepatitis C
- High blood pressure
- High cholesterol
- HIV/AIDS
- Inflammatory Bowel Disease (IBD) (such as Ulcerative colitis or Crohn's disease)
- Kidney disease
- Menopause or perimenopause
- Migraines

- Multiple sclerosis
- Nonalcoholic fatty liver disease
- Osteoarthritis, joint pain or inflammation
- Osteoporosis or osteopenia
- Psoriasis
- Pulmonary Arterial Hypertension (PAH)
- Rheumatoid arthritis
- Seasonal allergies
- Sexual dysfunction
- Sleep disorders such as sleep apnea or insomnia
- Stroke
- Traumatic brain injury
- Uterine fibroids

Personal mental health conditions

- Anxiety disorder
- Bipolar disorder
- Depression
- Mood disorders
- Schizoaffective disorder
- Schizophrenia

Diagnosed with Type 1 diabetes/ Type 2 diabetes/Pre-diabetes or IGT

How diabetes is managed

Type of cancer diagnosis

Caregiver for an adult family member or friend

Medical and mental health conditions of adult family member or friend for whom care is provided

Caregiver for a child

Medical conditions of child for whom care is provided

Frequency of VIGOROUS exercise and frequency of LIGHT OR MODERATE exercise

Use of vitamin or mineral pills or supplements

Have you ever smoked a cigarette, even one or two puffs?

Smoked 100 cigarettes in lifetime

Current cigarette smoker

Do you buy manufactured cigarettes or a pouch of tobacco to roll-your-own cigarettes?

Brand of cigarettes that you usually smoke

Brand of roll-your-own cigarette tobacco do you usually smoke

Tried to quit smoking in past 12 months

Length of time since quit smoking

Ever used e-cigarettes

Current e-cigarette user

Brand of e-cigarettes/vapor products do you usually use?

Have you ever smoked a traditional cigar?

Have you ever smoked a pipe filled with tobacco?

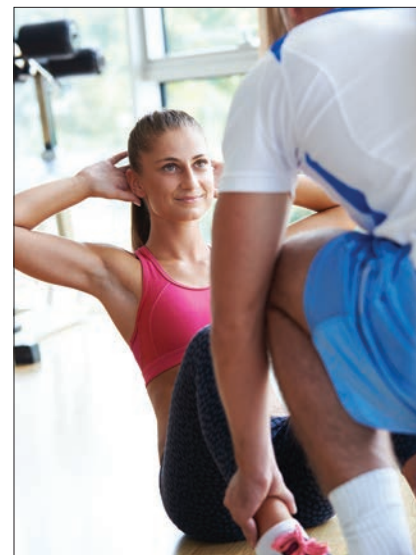
Have you ever used any of the following smokeless tobacco products?

Have you ever used dissolvable tobacco products?

Have you ever used a nicotine patch, gum, inhaler, nasal spray, lozenge or pill?

Monthly/weekly drinker and number of drinks in past week

- Beer
- Wine
- Liquor



Health Coverage and Attitudes



Type of health insurance

- Through own or someone else's employer or union
- Medicare
- Medicaid or a state medical assistance plan
- Health insurance you bought through an insurance exchange
- Veteran's Affairs, Department of Defense or other military program
- Health insurance from some other source

Has supplemental insurance

Type of health insurance plan

- HMO
- PPO
- Fee for service
- High deductible health plan

Companies used for primary medical insurance coverage

Enrolled in Medicare Part D plan

Enrolled in a Medicare Advantage plan

Do you have insurance through TRICARE, TRICARE for Life, CHAMPVA, VA Care, military health care, or something else?

Ever covered by health insurance purchased through a state or federal exchange

Year in which first purchased health insurance through an exchange

Insured through own employer, spouse or domestic partner's employer, parent or guardian's employer or someone else's employer

Health plan has a deductible

Annual deductible for in-network and out-of-network charges

Amount of out-of-pocket medical expenses in past 12 months

Number of prescriptions prescribed by doctor in past 12 months

Cost-related healthcare experiences in the past 12 months

- Used all or a portion of savings to pay for healthcare
- Borrowed money or accumulated debt to pay for healthcare
- Skipped medication doses to make a medicine last longer
- Taken less medicine than prescribed to make a medicine last longer
- Did not fill a prescription because of cost

Satisfaction with quality of medical care in past 12 months

Satisfaction with healthcare coverage

Satisfaction with pharmaceutical drug coverage

How confident are you filling out medical forms by yourself?

Sources of health information in past 12 months

- Doctor
- Pharmacist
- Nurse, nurse practitioner or physician's assistant
- Relative, friend or co-worker
- Someone you know who has a particular medical condition
- Disease-related association or society
- Patient support group or foundation
- Educational forum at a local clinic, hospital, community center or other location
- Pharmaceutical company
- Health insurance company
- Newspapers or magazines
- Television
- The internet
- Social media
- Healthcare app

During the past 12 months, have you had a flu shot?

Reasons for not getting flu shot

Have you personally been tested for the coronavirus and results?

Attitudes about vaccination

About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,780.5 million in 2017.



GAME CHANGERS



