Panel Book: KnowledgePanel® Brings You A Probability-Based Online Sample
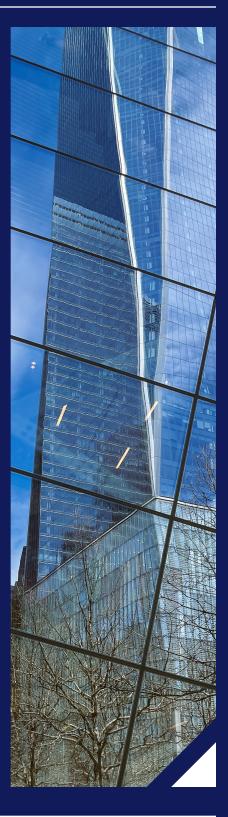
2024

Ipsos

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 60,000 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

Personal and Household Characteristics

Age

Gender
- Male
- Female
- Prefer to self-describe

Sexual orientation
- Gay or lesbian
- Straight, that is, not gay
- Bisexual
- Something else

Gender Identity
- Cisgender
- Transgender
- Non-binary
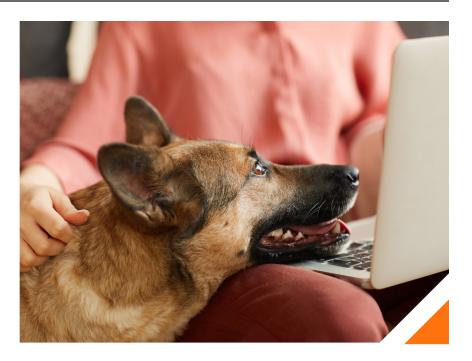- Different Identity

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

Children (age, gender, number of children inside and outside of the HH)
- Parent
- Empty nester

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

Personal and Household Characteristics (continued)

MSA status:
- In the center city of an MSA
- Outside the center city of an MSA
- Inside a suburban county of the MSA
- Not in an MSA

Household head

Internet access

Type of internet access
- Cellular data plan
- Broadband
- Satellite
- Dial up
- Other

Landline

Have Driver License

Number of vehicles owned by HH

Types of fuel used (gas, diesel, electric, etc.)

When did you move into your current home?

Pets in household (cat, dog, fish, bird, etc.)

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

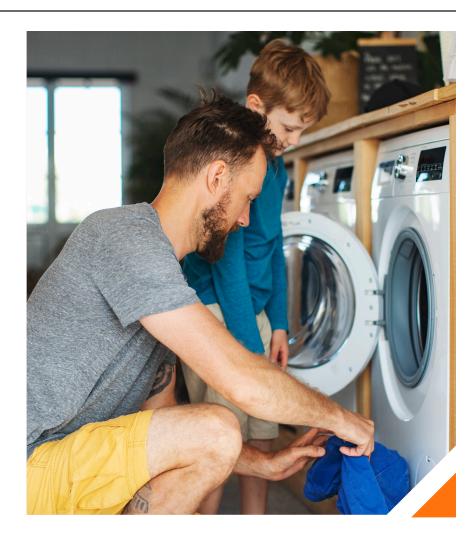**Employed full time or part time**

Self-employed full time or part time

Student

Stay-at-home spouse or partner

Working in an unpaid job (internship or volunteer position)

Working as a freelancer or independent contractor for pay

Gig workers (driven for a ride-sharing service, rented Airbnb, provided childcare through Care.com)

Business owner (partner, sole proprietor, independent contractor, etc.)

How do you advertise your business (online ads, social media, print media, etc.)

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

Personal and Household Characteristics (continued)

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

Early adopter

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 of service
- Reserve component in which serve/served
- Immediate family member currently on active duty
- Ever served in combat or war zone

Religion
- Catholic
- Evangelical or Protestant Christian
- Jehovah's Witness
- The Church of Jesus Christ of Latter-day Saints
- Jewish
- Islam/Muslim

- Greek or Russian Orthodox
- Hindu
- Buddhist
- Unitarian (Universalist)
- Other Christian
- Other non-Christian
- No religion

Agnostic, atheist, something else

Born-again or evangelical Christian

Frequency of attendance at religious services

Gun in household/personal gun ownership

Vegetarian or vegan

Concern about climate change

Ancestry

U.S. citizenship
- Born a citizen
- Naturalized citizen
- Not a citizen

Country of birth

Hispanic Survey

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

Acculturation derived from the Bidimensional Acculturation Scale

Years lived in the U.S.

Generation (Parents/grandparents born in U.S. or another country)

Cultural identification

Spouse Hispanic / Latino

Frequency of Spanish/English language use for various activities
- Speaking
- Speaking with friends
- Thinking
- Watching TV shows
- Listening to radio programs
- Listening to music
- Reading news articles and magazines

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

Media

Do you enjoy watching TV?

Number of television sets in home

Smart TV ownership

Cable TV or any streaming services

Movie streaming/renting frequency

Amount paid for streaming services

Different ways you watch TV (cable, satellite, fiber, live TV streaming, social media, etc.)

Services subscribed

Attitudes towards TV services and streaming

How much do you pay for TV services?

How often do you watch 42 TV channels

Top 5 favorite networks

Free streaming services you watch

Paid streaming services you watch

Favorite comedy genres

Favorite reality TV genres

Favorite drama genres

Favorite news TV

How do you find out about new TV shows to watch

Hours per week spent watching TV

Shopping Behavior

Primary grocery shopper

Do you enjoy shopping overall

Last time shopped
- Department store (like Macy's, 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)
- Specialty store for home furnishings (like Pottery Barn, Ikea, HomeGoods)
- Specialty store for electronics or entertainment (like Best Buy, Apple Store)
- Specialty store for pet supplies (like Petco)
- Drug store (like CVS, Walgreens)
- 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

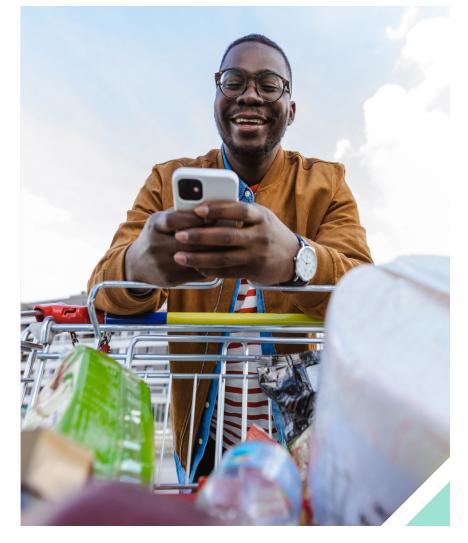**I often use coupons when I shop**

Stores where a purchase was made in the past 3 months

Websites where a purchase was made in past 3 months
- Amazon
- Bestbuy.com
- eBay
- HomeDepot.com
- Target.com
- Walmart.com
- Apple.com
- Microsoft.com

Amazon Prime membership

Types of stores where purchased groceries in past 3 months
- Supermarket/grocery store
- Online Grocery/Grocery Delivery Service (such as Thrive Market, Amazon Fresh, Fresh Direct, Instacart)
- Discount store (such as Target, Walmart)
- Farmers market
- Warehouse club store
- Dollar 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
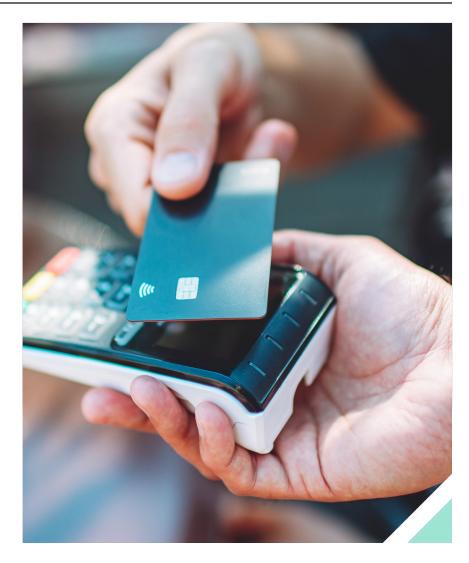- 4 to 6 months ago
- More than 6 months ago

Shopping Behavior (continued)

Frequency of shopping activities
- Use blogs and social sites to make shopping decisions
- Use coupons received in emails
- Use paper coupons
- Download coupons from websites
- Research products online then buy them in a physical store
- Research products in a physical store then buy them online
- Use the internet to compare prices
- Use the internet to check product reviews
- Read paper store circulars
- Read online store circulars
- Use Site to Store or Curbside pick up
- Use social picture sharing sites (such as Pinterest, Instagram) to make shopping decisions
- Purchased from ad on social media
- Purchased during livestream event
- Use a retailer's mobile app when in a store
- Use a retailer's mobile app to participate in its loyalty program

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

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

Lifestyle and Sports Interests

Interest in spectator sports

- ATP Men's Tennis
- WTA Women's Tennis
- MLB – Major League Baseball
- MLS – Major League Soccer
- NWLS – National Women's Soccer League
- 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
- Nascar Cup Series NHRA Drag Racing
- Track & Field
- Cycling
- Horse Racing
- Summer Olympics
- Winter Olympics
- Swimming
- Skiing
- Snowboarding
- Figure Skating
- Boxing
- Mixed Martial Arts – UFC or Bellator MMAPro Wrestling
- Extreme Sports
- Skateboarding
- Professional Fishing Professional Bull Riding (PBR)

Level of interest in sports/fandom

Favorite sport

Activities done in the past 12 months: (fishing, horseback riding, 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 (work, family, vacation) Average daily commute to work

Average daily commute to work

How do you get to work?

Marijuana or other Cannabis Product use

- Marijuana or other Cannabis Product use (frequency of use)
- Past 30 days marijuana use
- If marijuana were to become legal, would you try it?

Prescription pain reliever use, including brand

Psychedelic/hallucinogenic drug use

A Brief Version of the Big Five personality Inventory

Politics

Registered to vote

Limited data from L2 voter file is available

How closely do you follow politics on TV, radio, newspapers, or the internet?

Sources used to get political and election news

How often have you used the internet to express your opinions about POLITICAL or COMMUNITY issues

Do you think the federal government is doing too much, too little, or the right amount to protect the environment?

Should the federal government increase spending for national defense and military purposes?

Which of the follwing news sources is most credible

Voted in 2020 and candidate you voted for

Voted in the 2022 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
- Environmental Rights
- Women's Rights
- Racial Equality
- Right to Life
- Peace/Anti-war
- Lesbian, Gay, Bisexual, Transgender, Queer (LGBTQ) Rights
- Indivisible
- Black Lives Matter
- Antifa
- Anti-gun violence
- No Labels Movements

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
- Everytown/Moms Demand Action
- American Red Cross
- Chamber of Commerce
- Freedom Caucus
- GLAAD

Member of following organizations
- Knights of Columbus
- Rotary Club
- Lions Club
- Shriners

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
- A person in need
- A GoFundMe campaign

Attitudes on Abortion

Investment and Finance

Primary financial decision maker in household

Banks and brokerages used

Types of accounts
- Checking
- Savings
- Money market
- CD

Types of cards
- Credit card
- ATM or Debit card
- Prepaid card / reloadable card

Types of loans
- Mortgage
- Auto loan
- Home equity loan / HELOC
- Student loan
- Personal Loan
- Debt Consolidation Loan
- Payday Loan
- Medical debt

How do you handle your credit card bill every month

Types of investment accounts
- Retirement investment accounts
- An employer-provided pension plan
- College investment account
- HSA
- Brokerage or advisory account
- Financial investment assets
- Crypto exchange account

Types of investments
- Individual stocks, bonds, options or commodities
- Mutual Funds
- ETF's
- Real Estate other than primary or secondary residence
- Annuities
- Physical gold or silver
- Cryptocurrency

Other financial activities in past 12 months
- Cashed a check at a place other than a bank
- Purchased a money order
- Paid bills through services like Western Union or MoneyGram
- Sent money to family or friends living outside of the US
- Took out a tax refund anticipation loan
- 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
- Purchased life insurance
- Used a "Buy Now Pay Later" service
- Used cryptocurrency to buy something or make a payment

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

Savings habits

Credit/debit cards owned

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)
- VR

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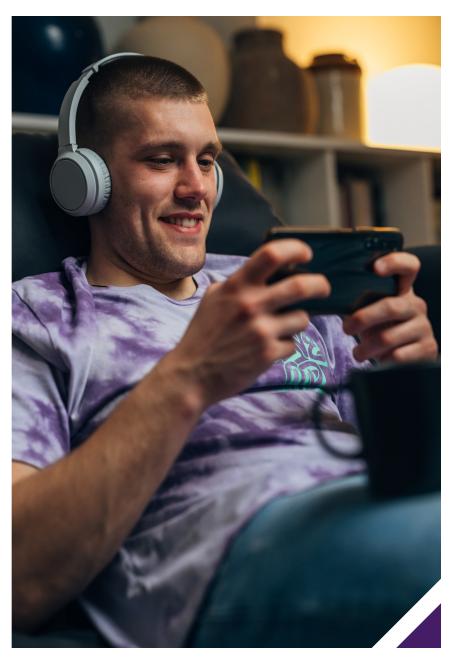- Wearable computing device

Regular activities on mobile devices
- Listen to music/songs or podcasts
- Watch movies or TV shows
- Watch short videos, for example on YouTube
- 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
- Use a fitness tracking app
- Navigate using GPS
- Search the internet
- Access online dating apps
- Read news
- Check the weather
- Access online banking
- Conduct work or business activities
- Instant messaging and video calling

Operating systems on household desktop/laptop computers and tablets

Type of device most often used to access the internet

Internet service provider

Browsers used most frequently

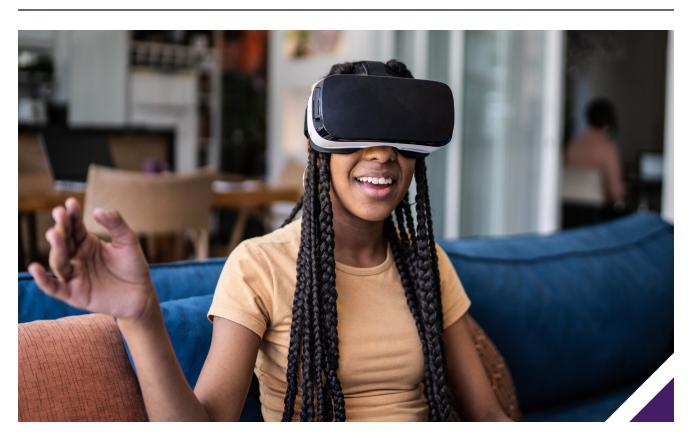**Frequency accessed the Internet**

Concern about sharing personal information on the Internet

Video apps used in the past 12 months (Zoom, Google Meet, Skype, etc.)

Reasons to use video apps

Technology and Electronics (continued)

Frequency of use of specific apps
- Amazon
- Facebook
- LinkedIn
- Reddit
- X
- YouTube
- ESPN
- Wikipedia
- Yahoo
- Craigslist
- Netflix
- TripAdvisor
- Yelp
- Tumblr
- Instagram
- Pinterest
- PayPal
- Snapchat
- TikTok
- WhatsApp
- Spotify
- Messenger (Meta)
- Venmo
- Zelle
- Marco Polo
- Telegram

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 videos that I create (such as on TikTok or YouTube)
- I use social network sites to communicate with others more than email and instant messenger
- I am fine with seeing advertising on mobile phones
- I would pay to watch a TV show or movie to avoid commercials
- I have delayed 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 of Legends, Fortnite, etc.)

Social media influencer

Personal Health

Self-reported health status

How long has it been since you last saw a doctor or other health professional about your health?

Was last visit wellness visit?

Height/weight/BMI

Do you
- Wear glasses or contact lenses
- Use a hearing aid

Received care in an emergency department or urgent care center in past 12 months

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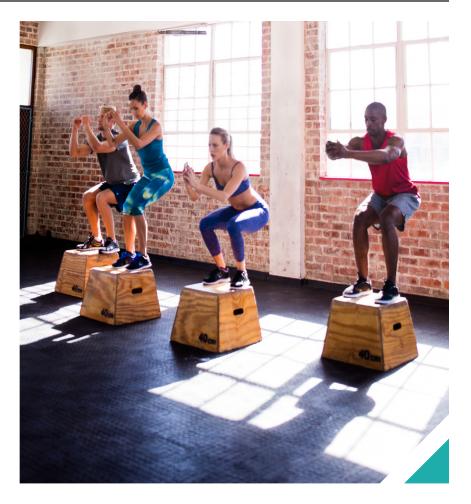
Personal disability status
- Blind or have serious difficulty seeing even when wearing glasses or contact lenses?
- Deaf or have serious difficulty hearing?
- Have serious difficulty walking or climbing stairs?
- Have difficulty running errands such as visiting a doctor's office or shopping?
- Have difficulty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

Personal medical conditions
- Acid reflux disease
- ADHD or ADD
- Autism spectrum disorder
- Allergies
- Amyloidosis
- Asthma
- Atrial Fibrilation
- Chronic bronchitis or COPD
- Cancer or malignancy of any kind
- Concussion
- Chronic pain (such as low back pain, neck pain or fibromyalgia)
- Dementia, including Alzheimer's disease
- Diabetes or pre-diabetes
- Eye condition (other than poor vision)
- Irritable Bowel Syndrome (IBS)

- Heart attack, heart disease or other heart condition
- Hepatitis
- High blood pressure or hypertension
- High cholesterol
- HIV/AIDS
- Inflammatory bowel disease (IBD)
- Weak or failing kidneys
- Lupus
- Migraines
- Multiple sclerosis
- Nonalcoholic fatty liver disease or nonalcoholic steatohepatitis (NASH)
- Osteoarthritis, joint pain or inflammation
- Osteoporosis or osteopenia
- Overactive bladder
- Parkinson's Disease

- Psoriasis
- Pulmonary Arterial Hypertension (PAH)
- Rheumatoid arthritis
- Sickle-cell disease
- Sleep disorders such as sleep apnea or insomnia
- Stroke

Personal mental health conditions
- Anxiety disorder
- Bipolar disorder
- Depression
- Other mood disorders
- PTSD
- Schizoaffective disorder
- Schizophrenia

Personal Health (continued)

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

How do you manage diabetes (long lasting insulin, short acting insulin, injectables different from insulin)

Type of cancer diagnosis (breast, lung, melanoma, Non-Hodgkins Lymphoma, etc.)

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 consumed in past week
- Beer
- Wine
- Liquor
- Malt beverage or hard seltzer

Health Coverage and Attitudes

Type of health insurance
- Insurance through a current or former employer or union
- Medicare
- Medicaid
- Insurance purchased directly from an insurance company
- TRICARE or other military health care
- Veteran's Affairs, Department of Defense or other military program
- Indian Health Service
- Health insurance from some other source

Has supplemental insurance

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

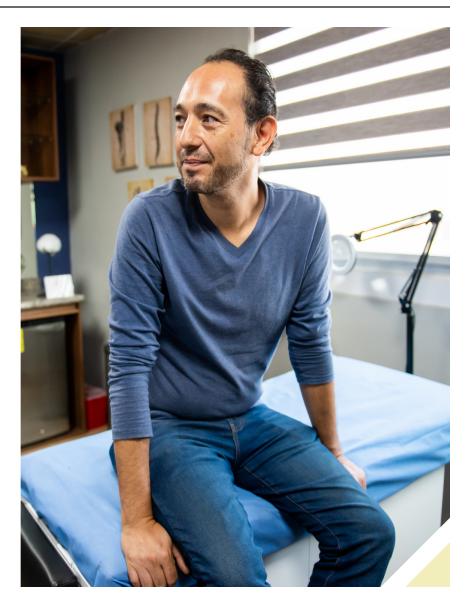**Year in which first purchased health insurance through an exchange**

Do you use:
- HSA
- FSA
- HRA

Insured through own employer, spouse or domestic partner's employer, parent or guardian's employer or someone else's employerAnnual deductible for in-network and out-of-network charges

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

Number of prescriptions taken routinely 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

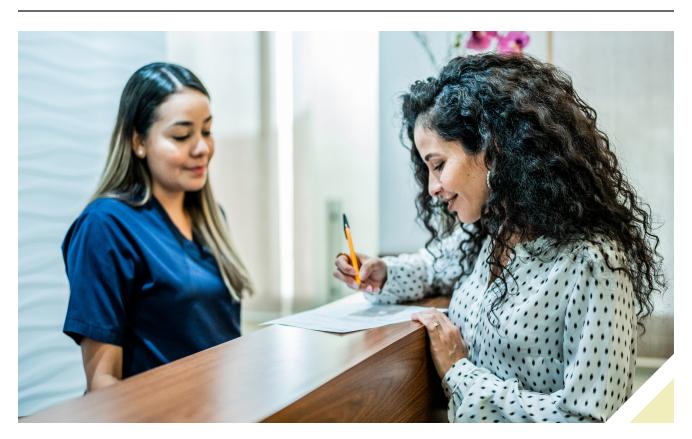**Satisfaction with quality of medical care in past 12 months**

Satisfaction with healthcare coverage

Satisfaction with pharmaceutical drug coverage

How confident are you filling out medical forms by yourself?

Health Coverage and Attitudes (continued)

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

Have you used internet to

- Communicate with doctor's office
- To look up medical results
- To order prescription medication

Did you receive benefits from any of the following government programs?

- Social Security retirement benefits
- Social Security disability benefits
- Social Security survivor benefits
- Social Security supplemental security income
- The Food Stamp Program or SNAP (the Supplemental Nutrition Assistance Program)
- Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)
- Section 8 Housing Voucher Program
- Low Income Home Energy Assistance Program
- Temporary Assistance to Needy Families (TANF)

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

Did you get the RSV vaccine

Have you had at least one dose of a COVID-19 vaccination?

Were you vaccinated against the major childhood diseases

Attitudes about vaccinations:

- Do you think vaccines have dangerous side effects?
- Do you think the benefits of childhood vaccines for measles, mumps and rubella outweigh the risks?
- Benefits vs risk of vaccinations

About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

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