TOPLINE & METHODOLOGY

Federal Agencies Survey

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: March 10-12, 2023
Number of interviews: 1,026
Number of Republican interviews: 291
Number of Democrat interviews: 291
Number of independent interviews: 321

Margin of error: +/- 3.3 percentage points at the 95% confidence level for all respondents
Margin of error: +/- 6.0 percentage points at the 95% confidence level for Republican respondents
Margin of error: +/- 6.2 percentage points at the 95% confidence level for Democratic respondents
Margin of error: +/- 5.8 percentage points at the 95% confidence level for Independent 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:

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1. How much trust do you have, if any, in information, news, or guidance from the following organizations?

Summary of a great deal and a fair amount

	Total (N=1,026)	Republican (N=291)	Democrat (N=291)	Independent (N=321)
The Food and Drug Administration (the FDA)	58	40	79	58
The Centers for Disease Control and Prevention (the CDC)	57	30	79	60
The Department of Transportation (the DOT)	55	44	67	56
The Veterans Administration (the VA)	48	52	51	46
The Federal Reserve (the Fed)	47	32	64	46

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1. How much trust do you have, if any, in information, news, or guidance from the following organizations? *(cont.)*

   a. The Centers for Disease Control and Prevention (the CDC)

	Total	Republican	Democrat	Independent
A great deal	23	6	38	23
A fair amount	34	25	41	36
Only a little bit	22	32	15	19
None at all	19	35	4	19
Don't know this organization	2	1	1	2
Refused	1	1	1	*
A great deal and a fair amount (net)	*57*	*30*	*79*	*60*
Only a little bit and none at all (net)	*41*	*67*	*18*	*38*

   b. The Veterans Administration (the VA)

	Total	Republican	Democrat	Independent
A great deal	10	9	12	10
A fair amount	38	43	39	37
Only a little bit	27	27	22	30
None at all	11	10	10	12
Don't know this organization	13	10	15	12
Refused	1	1	1	-
A great deal and a fair amount (net)	*48*	*52*	*51*	*46*
Only a little bit and none at all (net)	*38*	*37*	*33*	*42*

   c. The Federal Reserve (the Fed)

	Total	Republican	Democrat	Independent
A great deal	11	6	17	11
A fair amount	36	26	47	36
Only a little bit	29	36	24	27
None at all	19	28	8	22
Don't know this organization	4	2	3	5
Refused	1	2	1	-
A great deal and a fair amount (net)	*47*	*32*	*64*	*46*
Only a little bit and none at all (net)	*48*	*64*	*33*	*49*

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1. How much trust do you have, if any, in information, news, or guidance from the following organizations? *(cont.)*

   d. The Department of Transportation (the DOT)

	Total	Republican	Democrat	Independent
A great deal	11	7	17	10
A fair amount	44	37	50	46
Only a little bit	25	30	19	26
None at all	13	21	5	13
Don't know this organization	6	3	8	5
Refused	1	2	1	-
A great deal and a fair amount (net)	*55*	*44*	*67*	*56*
Only a little bit and none at all (net)	*38*	*51*	*25*	*40*

   e. The Food and Drug Administration (the FDA)

	Total	Republican	Democrat	Independent
A great deal	17	6	27	18
A fair amount	41	34	52	39
Only a little bit	23	33	14	23
None at all	16	25	6	18
Don't know this organization	2	1	2	1
Refused	1	1	1	*
A great deal and a fair amount (net)	*58*	*40*	*79*	*58*
Only a little bit and none at all (net)	*39*	*58*	*19*	*41*

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2. How well do the following terms describe each of these organizations?

    a. **[Base = Responded that they know this organization in question 1]** The Centers for Disease Control and Prevention (the CDC)

    Summary of very or somewhat well

	Total (N=995)	Republican (N=285)	Democrat (N=287)	Independent (N=314)
Provides an important public service	70	46	89	74
Is guided by facts and science	67	39	89	70
Works for the best interest of the public	63	36	84	66
Follows its own political agenda and not the direction of elected leadership	58	55	61	59
Does the bidding of partisan political figures	52	65	43	51

    i. Works for the best interest of the public

	Total	Republican	Democrat	Independent
Very well	23	7	37	25
Somewhat well	40	29	47	42
Not too well	19	30	11	17
Not well at all	17	32	3	16
Refused	1	2	2	1
Very or somewhat well (net)	*63*	*36*	*84*	*66*
Not too well or not well at all (net)	*35*	*62*	*13*	*33*

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2. How well do the following terms describe each of these organizations? *(cont.)*

a. The Centers for Disease Control and Prevention (the CDC)

ii. Is guided by facts and science

	Total	Republican	Democrat	Independent
Very well	25	8	41	26
Somewhat well	42	31	48	44
Not too well	18	32	7	17
Not well at all	13	27	2	12
Refused	2	2	2	1
Very or somewhat well (net)	*67*	*39*	*89*	*70*
Not too well or not well at all (net)	*31*	*59*	*9*	*29*

iii. Provides an important public service

	Total	Republican	Democrat	Independent
Very well	31	12	49	32
Somewhat well	39	34	40	42
Not too well	16	26	7	15
Not well at all	13	26	2	11
Refused	1	2	2	1
Very or somewhat well (net)	*70*	*46*	*89*	*74*
Not too well or not well at all (net)	*28*	*52*	*9*	*25*

iv. Does the bidding of partisan political figures

	Total	Republican	Democrat	Independent
Very well	19	38	7	17
Somewhat well	33	27	36	34
Not too well	32	22	39	35
Not well at all	13	10	16	13
Refused	3	4	2	1
Very or somewhat well (net)	*52*	*65*	*43*	*51*
Not too well or not well at all (net)	*45*	*32*	*55*	*48*

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2. How well do the following terms describe each of these organizations? *(cont.)*

   a. The Centers for Disease Control and Prevention (the CDC)

      v. Follows its own political agenda and not the direction of elected leadership

	Total	Republican	Democrat	Independent
Very well	19	25	19	16
Somewhat well	39	29	41	42
Not too well	28	26	30	28
Not well at all	11	15	7	12
Refused	2	4	2	1
Very or somewhat well (net)	*58*	*55*	*61*	*59*
Not too well or not well at all (net)	*39*	*41*	*37*	*40*

   b. **[Base = Responded that they know this organization in question 1]** The Veterans Administration (the VA)

Summary of very or somewhat well

	Total	Republican	Democrat	Independent
Works for the best interest of the public	62	64	62	63
Is guided by facts and science	59	61	58	62
Provides an important public service	73	73	73	76
Does the bidding of partisan political figures	51	53	50	51
Follows its own political agenda and not the direction of elected leadership	55	59	60	53

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2. How well do the following terms describe each of these organizations? *(cont.)*

    b. The Veterans Administration (the VA)

        i. Works for the best interest of the public

	Total (N=875)	Republican (N=259)	Democrat (N=242)	Independent (N=281)
Very well	14	12	17	14
Somewhat well	48	51	45	49
Not too well	26	24	29	25
Not well at all	10	10	5	10
Refused	3	2	4	1
Very or somewhat well (net)	*62*	*64*	*62*	*63*
Not too well or not well at all (net)	*36*	*34*	*34*	*35*

        ii. Is guided by facts and science

	Total	Republican	Democrat	Independent
Very well	9	6	13	8
Somewhat well	51	55	45	54
Not too well	30	28	29	30
Not well at all	8	7	8	7
Refused	3	4	5	1
Very or somewhat well (net)	*59*	*61*	*58*	*62*
Not too well or not well at all (net)	*37*	*35*	*37*	*37*

        iii. Provides an important public service

	Total	Republican	Democrat	Independent
Very well	27	30	27	25
Somewhat well	46	43	46	51
Not too well	18	18	18	17
Not well at all	7	6	6	6
Refused	3	3	3	1
Very or somewhat well (net)	*73*	*73*	*73*	*76*
Not too well or not well at all (net)	*24*	*24*	*23*	*23*

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2. How well do the following terms describe each of these organizations? *(cont.)*

    b. The Veterans Administration (the VA)

        iv. Does the bidding of partisan political figures

	Total	Republican	Democrat	Independent
Very well	10	11	8	11
Somewhat well	40	43	41	39
Not too well	35	31	32	39
Not well at all	11	10	15	8
Refused	4	5	4	2
Very or somewhat well (net)	*51*	*53*	*50*	*51*
Not too well or not well at all (net)	*46*	*41*	*46*	*47*

        v. Follows its own political agenda and not the direction of elected leadership

	Total	Republican	Democrat	Independent
Very well	10	10	13	8
Somewhat well	46	49	47	45
Not too well	32	28	27	35
Not well at all	9	8	10	9
Refused	4	5	4	2
Very or somewhat well (net)	*55*	*59*	*60*	*53*
Not too well or not well at all (net)	*41*	*36*	*37*	*45*

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2. How well do the following terms describe each of these organizations? *(cont.)*

   c. **[Base = Responded that they know this organization in question 1]** The Federal Reserve (the Fed)

Summary of very or somewhat well

	Total	Republican	Democrat	Independent
Provides an important public service	58	46	64	63
Follows its own political agenda and not the direction of elected leadership	58	57	61	57
Does the bidding of partisan political figures	53	63	46	53
Is guided by facts and science	50	37	64	50
Works for the best interest of the public	47	36	56	49

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2. How well do the following terms describe each of these organizations? *(cont.)*

   c. The Federal Reserve (the Fed)

      i. Works for the best interest of the public

	Total (N=964)	Republican (N=280)	Democrat (N=280)	Independent (N=304)
Very well	10	5	14	10
Somewhat well	37	31	42	39
Not too well	32	38	28	30
Not well at all	18	22	11	20
Refused	3	3	5	2
Very or somewhat well (net)	*47*	*36*	*56*	*49*
Not too well or not well at all (net)	*50*	*60*	*40*	*50*

      ii. Is guided by facts and science

	Total	Republican	Democrat	Independent
Very well	9	6	13	9
Somewhat well	41	31	51	41
Not too well	31	40	20	31
Not well at all	17	19	11	18
Refused	3	4	5	1
Very or somewhat well (net)	*50*	*37*	*64*	*50*
Not too well or not well at all (net)	*47*	*60*	*32*	*49*

      iii. Provides an important public service

	Total	Republican	Democrat	Independent
Very well	14	8	23	13
Somewhat well	44	38	41	50
Not too well	25	33	22	21
Not well at all	14	17	10	15
Refused	3	4	4	1
Very or somewhat well (net)	*58*	*46*	*64*	*63*
Not too well or not well at all (net)	*39*	*50*	*32*	*36*

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2. How well do the following terms describe each of these organizations? *(cont.)*

    c. The Federal Reserve (the Fed)

        iv. Does the bidding of partisan political figures

	Total	Republican	Democrat	Independent
Very well	18	27	9	17
Somewhat well	36	37	37	36
Not too well	31	26	35	32
Not well at all	12	7	15	14
Refused	3	4	5	1
Very or somewhat well (net)	*53*	*63*	*46*	*53*
Not too well or not well at all (net)	*43*	*33*	*49*	*46*

        v. Follows its own political agenda and not the direction of elected leadership

	Total	Republican	Democrat	Independent
Very well	17	19	14	18
Somewhat well	41	38	47	39
Not too well	28	28	25	28
Not well at all	12	11	9	13
Refused	3	3	5	1
Very or somewhat well (net)	*58*	*57*	*61*	*57*
Not too well or not well at all (net)	*39*	*39*	*34*	*42*

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2. How well do the following terms describe each of these organizations? *(cont.)*

    d. **[Base = Responded that they know this organization in question 1]** The Department of Transportation (the DOT)

Summary of very or somewhat well

	Total	Republican	Democrat	Independent
Works for the best interest of the public	64	53	74	66
Is guided by facts and science	60	44	70	64
Provides an important public service	71	58	80	74
Does the bidding of partisan political figures	53	61	45	53
Follows its own political agenda and not the direction of elected leadership	52	57	55	47

    i. Works for the best interest of the public

	Total (N=950)	Republican (N=278)	Democrat (N=269)	Independent (N=304)
Very well	12	8	19	10
Somewhat well	52	46	54	56
Not too well	22	26	18	23
Not well at all	11	19	6	10
Refused	2	2	3	1
Very or somewhat well (net)	*64*	*53*	*74*	*66*
Not too well or not well at all (net)	*34*	*45*	*24*	*33*

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2. How well do the following terms describe each of these organizations? *(cont.)*

    d. The Department of Transportation (the DOT)

        ii. Is guided by facts and science

	Total	Republican	Democrat	Independent
Very well	9	4	15	8
Somewhat well	51	39	55	56
Not too well	25	32	20	23
Not well at all	13	22	7	12
Refused	2	2	3	2
Very or somewhat well (net)	*60*	*44*	*70*	*64*
Not too well or not well at all (net)	*38*	*54*	*27*	*34*

        iii. Provides an important public service

	Total	Republican	Democrat	Independent
Very well	23	17	30	23
Somewhat well	48	41	50	51
Not too well	19	25	14	18
Not well at all	8	15	3	7
Refused	2	2	3	1
Very or somewhat well (net)	*71*	*58*	*80*	*74*
Not too well or not well at all (net)	*27*	*40*	*18*	*25*

        iv. Does the bidding of partisan political figures

	Total	Republican	Democrat	Independent
Very well	14	22	6	13
Somewhat well	39	38	39	39
Not too well	34	26	37	36
Not well at all	11	10	14	10
Refused	3	4	3	1
Very or somewhat well (net)	*53*	*61*	*45*	*53*
Not too well or not well at all (net)	*45*	*36*	*52*	*46*

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2. How well do the following terms describe each of these organizations? *(cont.)*

    d. The Department of Transportation (the DOT)

        v. Follows its own political agenda and not the direction of elected leadership

	Total	Republican	Democrat	Independent
Very well	11	14	11	9
Somewhat well	41	43	44	39
Not too well	34	28	33	40
Not well at all	11	13	9	11
Refused	3	2	3	2
Very or somewhat well (net)	*52*	*57*	*55*	*47*
Not too well or not well at all (net)	*45*	*41*	*42*	*51*

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2. How well do the following terms describe each of these organizations? *(cont.)*

    e. **[Base = Responded that they know this organization in question 1]** The Food and Drug Administration (the FDA)

Summary of very or somewhat well

	Total	Republican	Democrat	Independent
Provides an important public service	71	53	82	75
Is guided by facts and science	66	49	82	68
Works for the best interest of the public	64	49	80	65
Follows its own political agenda and not the direction of elected leadership	55	58	59	51
Does the bidding of partisan political figures	52	60	41	54

    i. Works for the best interest of the public

	Total (N=996)	Republican (N=284)	Democrat (N=286)	Independent (N=317)
Very well	14	6	24	13
Somewhat well	50	43	56	52
Not too well	21	32	11	21
Not well at all	13	18	5	14
Refused	2	2	3	*
Very or somewhat well (net)	*64*	*49*	*80*	*65*
Not too well or not well at all (net)	*34*	*50*	*16*	*35*

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2. How well do the following terms describe each of these organizations? *(cont.)*

    e. The Food and Drug Administration (the FDA)

        ii. Is guided by facts and science

	Total	Republican	Democrat	Independent
Very well	17	6	29	16
Somewhat well	49	42	52	52
Not too well	20	32	12	18
Not well at all	12	17	4	13
Refused	2	2	3	1
Very or somewhat well (net)	*66*	*49*	*82*	*68*
Not too well or not well at all (net)	*32*	*49*	*15*	*31*

        iii. Provides an important public service

	Total	Republican	Democrat	Independent
Very well	25	12	39	24
Somewhat well	46	42	44	51
Not too well	18	31	11	16
Not well at all	9	13	3	9
Refused	2	3	3	1
Very or somewhat well (net)	*71*	*53*	*82*	*75*
Not too well or not well at all (net)	*27*	*44*	*14*	*25*

        iv. Does the bidding of partisan political figures

	Total	Republican	Democrat	Independent
Very well	16	23	9	17
Somewhat well	35	37	32	38
Not too well	34	27	39	33
Not well at all	12	9	17	11
Refused	3	4	3	2
Very or somewhat well (net)	*52*	*60*	*41*	*54*
Not too well or not well at all (net)	*45*	*37*	*55*	*44*

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2. How well do the following terms describe each of these organizations? *(cont.)*

    e. The Food and Drug Administration (the FDA)

        v. Follows its own political agenda and not the direction of elected leadership

	Total	Republican	Democrat	Independent
Very well	13	15	12	11
Somewhat well	42	42	47	39
Not too well	32	27	28	38
Not well at all	11	12	9	11
Refused	2	3	3	1
Very or somewhat well (net)	*55*	*58*	*59*	*51*
Not too well or not well at all (net)	*42*	*40*	*38*	*49*

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3. How familiar are you, if at all, with people in the following professions?

Summary of familiar

	Total	Republican	Democrat	Independent
Ordinary men/women	87	90	86	87
Teachers	78	76	80	79
Doctors	75	74	73	80
Nurses	74	74	72	77
The police	62	70	52	67
Members of the Armed Forces	56	58	45	63
Government employees / Civil servants	55	53	53	59
Firefighters	54	57	48	58
Lawyers	52	49	55	54
Clergy/Priests	50	54	45	54
Business leaders	49	50	47	52
Bankers	48	49	44	53
Politicians generally	44	42	44	47
Federal law enforcement	43	40	39	50
Scientists	42	32	45	48
TV news anchors	42	39	49	40
Journalists	39	31	42	42
Judges	39	37	38	41
Public health officials	39	33	41	43
Park rangers	34	31	32	39
Hospital executives	27	28	26	28
Cabinet officials	23	25	25	22
Advertising executives	19	18	21	20
Pollsters	18	14	22	17

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3. How familiar are you, if at all, with people in the following professions? *(cont.)*

    a. Advertising executives

	Total	Republican	Democrat	Independent
Very familiar	6	4	7	7
Somewhat familiar	13	15	14	13
Not very familiar	36	34	36	36
Not at all familiar	44	45	41	43
Refused	2	2	1	1
Very or somewhat familiar (net)	*19*	*18*	*21*	*20*
Not very or not at all familiar (net)	*79*	*80*	*78*	*79*

    b. Bankers

	Total	Republican	Democrat	Independent
Very familiar	15	14	13	17
Somewhat familiar	33	35	31	36
Not very familiar	31	30	34	28
Not at all familiar	19	18	21	18
Refused	2	2	1	1
Very or somewhat familiar (net)	*48*	*49*	*44*	*53*
Not very or not at all familiar (net)	*50*	*48*	*55*	*46*

    c. Business leaders

	Total	Republican	Democrat	Independent
Very familiar	13	13	14	12
Somewhat familiar	36	37	33	40
Not very familiar	28	29	30	27
Not at all familiar	21	20	21	20
Refused	2	2	2	1
Very or somewhat familiar (net)	*49*	*50*	*47*	*52*
Not very or not at all familiar (net)	*49*	*48*	*51*	*47*

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3. How familiar are you, if at all, with people in the following professions? *(cont.)*

  d. Cabinet officials

	Total	Republican	Democrat	Independent
Very familiar	6	6	9	4
Somewhat familiar	18	19	17	18
Not very familiar	33	29	32	37
Not at all familiar	42	44	42	41
Refused	2	2	1	1
Very or somewhat familiar (net)	*23*	*25*	*25*	*22*
Not very or not at all familiar (net)	*75*	*73*	*74*	*78*

  e. Clergy/Priests

	Total	Republican	Democrat	Independent
Very familiar	19	21	16	20
Somewhat familiar	31	33	29	33
Not very familiar	25	25	26	24
Not at all familiar	23	19	28	22
Refused	2	2	1	1
Very or somewhat familiar (net)	*50*	*54*	*45*	*54*
Not very or not at all familiar (net)	*48*	*44*	*54*	*46*

  f. Doctors

	Total	Republican	Democrat	Independent
Very familiar	29	25	33	31
Somewhat familiar	46	49	40	49
Not very familiar	15	19	16	11
Not at all familiar	9	6	9	8
Refused	1	1	1	1
Very or somewhat familiar (net)	*75*	*74*	*73*	*80*
Not very or not at all familiar (net)	*24*	*25*	*25*	*19*

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3. How familiar are you, if at all, with people in the following professions? *(cont.)*

g. Nurses

	Total	Republican	Democrat	Independent
Very familiar	31	32	31	31
Somewhat familiar	42	42	41	45
Not very familiar	15	16	16	14
Not at all familiar	9	8	11	7
Refused	2	2	2	3
Very or somewhat familiar (net)	*74*	*74*	*72*	*77*
Not very or not at all familiar (net)	*24*	*24*	*27*	*21*

h. Government employees / Civil servants

	Total	Republican	Democrat	Independent
Very familiar	20	17	23	19
Somewhat familiar	35	36	29	40
Not very familiar	26	25	28	26
Not at all familiar	18	19	18	14
Refused	2	3	1	1
Very or somewhat familiar (net)	*55*	*53*	*53*	*59*
Not very or not at all familiar (net)	*44*	*44*	*46*	*41*

i. Journalists

	Total	Republican	Democrat	Independent
Very familiar	11	7	14	10
Somewhat familiar	28	24	28	32
Not very familiar	33	32	33	34
Not at all familiar	27	35	23	24
Refused	1	2	2	*
Very or somewhat familiar (net)	*39*	*31*	*42*	*42*
Not very or not at all familiar (net)	*60*	*67*	*56*	*58*

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3. How familiar are you, if at all, with people in the following professions? *(cont.)*

    j. Judges

	Total	Republican	Democrat	Independent
Very familiar	12	8	14	12
Somewhat familiar	27	29	24	29
Not very familiar	30	32	31	30
Not at all familiar	30	30	29	28
Refused	1	1	2	1
Very or somewhat familiar (net)	*39*	*37*	*38*	*41*
Not very or not at all familiar (net)	*60*	*62*	*60*	*58*

    k. Lawyers

	Total	Republican	Democrat	Independent
Very familiar	20	15	22	22
Somewhat familiar	32	34	33	32
Not very familiar	27	31	25	27
Not at all familiar	19	18	19	18
Refused	2	2	1	1
Very or somewhat familiar (net)	*52*	*49*	*55*	*54*
Not very or not at all familiar (net)	*47*	*49*	*44*	*45*

    l. Members of the Armed Forces

	Total	Republican	Democrat	Independent
Very familiar	24	28	16	26
Somewhat familiar	32	31	29	36
Not very familiar	26	24	33	23
Not at all familiar	17	15	20	14
Refused	2	2	2	1
Very or somewhat familiar (net)	*56*	*58*	*45*	*63*
Not very or not at all familiar (net)	*43*	*40*	*53*	*37*

TOPLINE & METHODOLOGY

3. How familiar are you, if at all, with people in the following professions? *(cont.)*

m. Ordinary men/women

	Total	Republican	Democrat	Independent
Very familiar	60	65	60	59
Somewhat familiar	27	25	27	28
Not very familiar	6	4	7	7
Not at all familiar	5	3	4	5
Refused	2	2	2	1
Very or somewhat familiar (net)	*87*	*90*	*86*	*87*
Not very or not at all familiar (net)	*11*	*8*	*11*	*12*

n. Politicians generally

	Total	Republican	Democrat	Independent
Very familiar	11	11	11	11
Somewhat familiar	33	31	33	36
Not very familiar	30	31	31	28
Not at all familiar	25	24	23	24
Refused	1	2	1	*
Very or somewhat familiar (net)	*44*	*42*	*44*	*47*
Not very or not at all familiar (net)	*55*	*56*	*55*	*53*

o. Pollsters

	Total	Republican	Democrat	Independent
Very familiar	4	2	7	5
Somewhat familiar	13	13	15	13
Not very familiar	36	37	35	38
Not at all familiar	45	47	41	44
Refused	2	2	2	1
Very or somewhat familiar (net)	*18*	*14*	*22*	*17*
Not very or not at all familiar (net)	*81*	*84*	*76*	*82*

GAME CHANGERS Ipsos

TOPLINE & METHODOLOGY

3. How familiar are you, if at all, with people in the following professions? *(cont.)*

    p.   Scientists

	Total	Republican	Democrat	Independent
Very familiar	14	6	17	17
Somewhat familiar	28	25	28	31
Not very familiar	32	35	31	31
Not at all familiar	24	31	23	20
Refused	2	2	1	1
Very or somewhat familiar (net)	*42*	*32*	*45*	*48*
Not very or not at all familiar (net)	*56*	*66*	*54*	*50*

    q.   Teachers

	Total	Republican	Democrat	Independent
Very familiar	39	35	44	38
Somewhat familiar	39	41	36	40
Not very familiar	13	16	12	12
Not at all familiar	8	6	6	9
Refused	2	1	2	1
Very or somewhat familiar (net)	*78*	*76*	*80*	*79*
Not very or not at all familiar (net)	*21*	*23*	*17*	*21*

    r.   The police

	Total	Republican	Democrat	Independent
Very familiar	24	27	21	25
Somewhat familiar	38	43	31	42
Not very familiar	25	18	32	24
Not at all familiar	11	9	15	9
Refused	2	2	2	1
Very or somewhat familiar (net)	*62*	*70*	*52*	*67*
Not very or not at all familiar (net)	*36*	*28*	*46*	*32*

GAME CHANGERS Ipsos

TOPLINE & METHODOLOGY

3. How familiar are you, if at all, with people in the following professions? *(cont.)*

s. TV news anchors

	Total	Republican	Democrat	Independent
Very familiar	13	11	19	10
Somewhat familiar	29	28	30	30
Not very familiar	29	23	25	36
Not at all familiar	28	36	25	24
Refused	2	3	2	*
Very or somewhat familiar (net)	*42*	*39*	*49*	*40*
Not very or not at all familiar (net)	*57*	*59*	*50*	*59*

t. Public health officials

	Total	Republican	Democrat	Independent
Very familiar	10	7	13	9
Somewhat familiar	29	26	28	33
Not very familiar	35	39	32	34
Not at all familiar	25	26	25	22
Refused	2	2	2	1
Very or somewhat familiar (net)	*39*	*33*	*41*	*43*
Not very or not at all familiar (net)	*59*	*65*	*58*	*57*

u. Park rangers

	Total	Republican	Democrat	Independent
Very familiar	8	8	10	7
Somewhat familiar	26	23	22	32
Not very familiar	30	32	32	28
Not at all familiar	34	36	35	32
Refused	2	2	1	1
Very or somewhat familiar (net)	*34*	*31*	*32*	*39*
Not very or not at all familiar (net)	*64*	*68*	*67*	*60*

GAME CHANGERS

TOPLINE & METHODOLOGY

3. How familiar are you, if at all, with people in the following professions? *(cont.)*

   v. Federal law enforcement

	Total	Republican	Democrat	Independent
Very familiar	14	12	14	14
Somewhat familiar	29	28	25	35
Not very familiar	32	34	35	30
Not at all familiar	23	24	25	20
Refused	1	2	1	1
Very or somewhat familiar (net)	*43*	*40*	*39*	*50*
Not very or not at all familiar (net)	*56*	*58*	*60*	*50*

   w. Firefighters

	Total	Republican	Democrat	Independent
Very familiar	19	21	18	19
Somewhat familiar	35	36	30	39
Not very familiar	26	23	26	27
Not at all familiar	19	18	24	14
Refused	2	2	2	1
Very or somewhat familiar (net)	*54*	*57*	*48*	*58*
Not very or not at all familiar (net)	*44*	*42*	*50*	*42*

   x. Hospital executives

	Total	Republican	Democrat	Independent
Very familiar	8	6	8	8
Somewhat familiar	19	22	18	20
Not very familiar	35	35	34	38
Not at all familiar	36	35	38	33
Refused	2	2	2	1
Very or somewhat familiar (net)	*27*	*28*	*26*	*28*
Not very or not at all familiar (net)	*71*	*70*	*72*	*71*

GAME CHANGERS   Ipsos

TOPLINE & METHODOLOGY

4. How favorable or unfavorable are you of people in the following professions?

Summary of favorable**

	Total	Republican	Democrat	Independent
Firefighters	97	99	95	97
Nurses	96	96	96	96
Ordinary men/women	93	95	93	93
Doctors	92	92	94	91
Teachers	92	88	97	91
Park rangers	92	97	92	90
Members of the Armed Forces	91	98	85	91
Scientists	89	83	96	89
Clergy/Priests	82	91	76	82
Judges	79	81	82	77
The police	78	94	64	79
Government employees / Civil servants	76	73	85	73
Public health officials	75	57	91	77
Federal law enforcement	75	78	77	73
Business leaders	72	82	68	68
Bankers	70	84	67	64
TV news anchors	67	54	80	66
Journalists	64	41	82	63
Lawyers	64	63	70	60
Hospital executives	64	70	60	65
Pollsters	53	45	65	48
Advertising executives	51	53	54	48
Cabinet officials	44	30	64	40
Politicians generally	25	20	35	21

**Base varies

GAME CHANGERS Ipsos

TOPLINE & METHODOLOGY

4. How favorable or unfavorable are you of people in the following professions? *(cont.)*

a. **[Base = Very, somewhat, or not very familiar with this profession]** Advertising executives

	Total (N=555)	Republican (N=155)	Democrat (N=169)	Independent (N=181)
Very favorable	5	4	6	4
Somewhat favorable	16	16	21	14
Lean towards favorable	30	33	27	30
Lean towards unfavorable	30	34	28	29
Somewhat unfavorable	13	9	11	17
Very unfavorable	6	4	7	7
Refused	-	-	-	-
Very, somewhat, or lean towards favorable (net)	*51*	*53*	*54*	*48*
Very, somewhat, or lean towards unfavorable (net)	*49*	*47*	*46*	*52*

b. **[Base = Very, somewhat, or not very familiar with this profession]** Bankers

	Total (N=802)	Republican (N=232)	Democrat (N=229)	Independent (N=259)
Very favorable	9	10	11	6
Somewhat favorable	24	31	21	24
Lean towards favorable	37	44	34	35
Lean towards unfavorable	21	13	24	24
Somewhat unfavorable	6	3	6	9
Very unfavorable	3	1	3	2
Refused	-	-	-	-
Very, somewhat, or lean towards favorable (net)	*70*	*84*	*67*	*64*
Very, somewhat, or lean towards unfavorable (net)	*30*	*16*	*33*	*36*

GAME CHANGERS Ipsos

TOPLINE & METHODOLOGY

4. How favorable or unfavorable are you of people in the following professions? *(cont.)*

c. **[Base = Very, somewhat, or not very familiar with this profession]** Business leaders

	Total (N=790)	Republican (N=229)	Democrat (N=231)	Independent (N=258)
Very favorable	9	13	7	6
Somewhat favorable	27	29	22	31
Lean towards favorable	36	40	38	31
Lean towards unfavorable	20	13	24	23
Somewhat unfavorable	5	4	4	6
Very unfavorable	3	2	4	3
Refused	-	-	-	-
Very, somewhat, or lean towards favorable (net)	72	82	68	68
Very, somewhat, or lean towards unfavorable (net)	28	18	32	32

d. **[Base = Very, somewhat, or not very familiar with this profession]** Cabinet officials

	Total (N=571)	Republican (N=159)	Democrat (N=171)	Independent (N=187)
Very favorable	5	2	7	5
Somewhat favorable	14	8	24	10
Lean towards favorable	26	20	33	25
Lean towards unfavorable	32	39	22	35
Somewhat unfavorable	13	12	8	16
Very unfavorable	10	18	6	8
Refused	-	-	-	-
Very, somewhat, or lean towards favorable (net)	44	30	64	40
Very, somewhat, or lean towards unfavorable (net)	56	70	35	60

TOPLINE & METHODOLOGY

4. How favorable or unfavorable are you of people in the following professions? *(cont.)*

e. **[Base = Very, somewhat, or not very familiar with this profession]** Clergy/Priests

	Total (N=768)	Republican (N=233)	Democrat (N=206)	Independent (N=248)
Very favorable	24	34	18	21
Somewhat favorable	30	38	23	29
Lean towards favorable	28	19	35	32
Lean towards unfavorable	10	6	12	11
Somewhat unfavorable	4	2	7	3
Very unfavorable	4	1	5	4
Refused	-	-	-	-
Very, somewhat, or lean towards favorable (net)	*82*	*91*	*76*	*82*
Very, somewhat, or lean towards unfavorable (net)	*18*	*9*	*24*	*18*

f. **[Base = Very, somewhat, or not very familiar with this profession]** Doctors

	Total (N=918)	Republican (N=266)	Democrat (N=265)	Independent (N=293)
Very favorable	38	36	44	36
Somewhat favorable	39	41	33	42
Lean towards favorable	15	15	17	13
Lean towards unfavorable	5	4	4	7
Somewhat unfavorable	2	3	2	1
Very unfavorable	1	*	*	1
Refused	-	-	-	-
Very, somewhat, or lean towards favorable (net)	*92*	*92*	*94*	*91*
Very, somewhat, or lean towards unfavorable (net)	*8*	*8*	*6*	*9*

TOPLINE & METHODOLOGY

4. How favorable or unfavorable are you of people in the following professions? *(cont.)*

g. **[Base = Very, somewhat, or not very familiar with this profession]** Nurses

	Total (N=911)	Republican (N=261)	Democrat (N=261)	Independent (N=291)
Very favorable	56	58	57	55
Somewhat favorable	29	27	28	30
Lean towards favorable	11	10	11	12
Lean towards unfavorable	2	3	2	1
Somewhat unfavorable	1	1	2	2
Very unfavorable	*	*	*	*
Refused	-	-	-	-
Very, somewhat, or lean towards favorable (net)	96	96	96	96
Very, somewhat, or lean towards unfavorable (net)	4	4	4	3

h. **[Base = Very, somewhat, or not very familiar with this profession]** Government employees / Civil servants

	Total (N=819)	Republican (N=228)	Democrat (N=239)	Independent (N=274)
Very favorable	12	8	18	11
Somewhat favorable	33	34	33	33
Lean towards favorable	31	32	34	29
Lean towards unfavorable	13	14	12	12
Somewhat unfavorable	6	7	3	9
Very unfavorable	4	5	1	6
Refused	-	-	-	-
Very, somewhat, or lean towards favorable (net)	76	73	85	73
Very, somewhat, or lean towards unfavorable (net)	24	27	15	27

GAME CHANGERS Ipsos

TOPLINE & METHODOLOGY

4. How favorable or unfavorable are you of people in the following professions? *(cont.)*

i. **[Base = Very, somewhat, or not very familiar with this profession]** Journalists

	Total (N=728)	Republican (N=187)	Democrat (N=221)	Independent (N=224)
Very favorable	9	3	15	9
Somewhat favorable	24	15	32	24
Lean towards favorable	30	23	34	30
Lean towards unfavorable	21	28	13	22
Somewhat unfavorable	9	15	4	8
Very unfavorable	7	17	1	7
Refused	-	-	-	-
Very, somewhat, or lean towards favorable (net)	*64*	*41*	*82*	*63*
Very, somewhat, or lean towards unfavorable (net)	*36*	*59*	*18*	*37*

j. **[Base = Very, somewhat, or not very familiar with this profession]** Judges

	Total (N=705)	Republican (N=203)	Democrat (N=205)	Independent (N=230)
Very favorable	11	10	12	11
Somewhat favorable	30	31	30	29
Lean towards favorable	38	39	40	37
Lean towards unfavorable	14	10	11	16
Somewhat unfavorable	5	5	5	5
Very unfavorable	2	4	1	2
Refused	-	-	-	-
Very, somewhat, or lean towards favorable (net)	*79*	*81*	*82*	*77*
Very, somewhat, or lean towards unfavorable (net)	*21*	*19*	*18*	*23*

TOPLINE & METHODOLOGY

4. How favorable or unfavorable are you of people in the following professions? *(cont.)*

k. **[Base = Very, somewhat, or not very familiar with this profession]** Lawyers

	Total (N=809)	Republican (N=233)	Democrat (N=238)	Independent (N=261)
Very favorable	8	4	12	7
Somewhat favorable	24	22	28	22
Lean towards favorable	32	36	30	30
Lean towards unfavorable	23	22	23	25
Somewhat unfavorable	9	9	5	11
Very unfavorable	4	6	2	4
Refused	-	-	-	-
Very, somewhat, or lean towards favorable (net)	*64*	*63*	*70*	*60*
Very, somewhat, or lean towards unfavorable (net)	*36*	*37*	*29*	*40*

l. **[Base = Very, somewhat, or not very familiar with this profession]** Members of the Armed Forces

	Total (N=835)	Republican (N=244)	Democrat (N=233)	Independent (N=273)
Very favorable	49	68	38	46
Somewhat favorable	26	23	25	30
Lean towards favorable	16	7	22	15
Lean towards unfavorable	6	1	10	5
Somewhat unfavorable	2	*	3	2
Very unfavorable	1	1	1	2
Refused	-	-	-	-
Very, somewhat, or lean towards favorable (net)	*91*	*98*	*85*	*91*
Very, somewhat, or lean towards unfavorable (net)	*9*	*2*	*15*	*9*

TOPLINE & METHODOLOGY

4. How favorable or unfavorable are you of people in the following professions? *(cont.)*

m. **[Base = Very, somewhat, or not very familiar with this profession]** Ordinary men/women

	Total (N=962)	Republican (N=275)	Democrat (N=277)	Independent (N=304)
Very favorable	36	41	35	35
Somewhat favorable	36	40	34	36
Lean towards favorable	20	13	24	22
Lean towards unfavorable	4	4	5	4
Somewhat unfavorable	2	1	1	2
Very unfavorable	1	-	1	1
Refused	-	-	-	-
Very, somewhat, or lean towards favorable (net)	93	95	93	93
Very, somewhat, or lean towards unfavorable (net)	7	6	7	7

n. **[Base = Very, somewhat, or not very familiar with this profession]** Politicians generally

	Total (N=753)	Republican (N=217)	Democrat (N=226)	Independent (N=246)
Very favorable	3	1	3	3
Somewhat favorable	8	7	11	7
Lean towards favorable	14	13	20	11
Lean towards unfavorable	35	33	39	34
Somewhat unfavorable	21	23	15	23
Very unfavorable	19	24	11	22
Refused	-	-	-	-
Very, somewhat, or lean towards favorable (net)	25	20	35	21
Very, somewhat, or lean towards unfavorable (net)	75	80	65	79

GAME CHANGERS Ipsos

TOPLINE & METHODOLOGY

4. How favorable or unfavorable are you of people in the following professions? *(cont.)*

   o. **[Base = Very, somewhat, or not very familiar with this profession]** Pollsters

	Total (N=550)	Republican (N=154)	Democrat (N=170)	Independent (N=179)
Very favorable	6	3	10	4
Somewhat favorable	14	6	22	12
Lean towards favorable	33	36	34	32
Lean towards unfavorable	27	31	19	27
Somewhat unfavorable	15	17	11	18
Very unfavorable	6	6	4	6
Refused	-	-	-	-
Very, somewhat, or lean towards favorable (net)	*53*	*45*	*65*	*48*
Very, somewhat, or lean towards unfavorable (net)	*47*	*55*	*34*	*52*

   p. **[Base = Very, somewhat, or not very familiar with this profession]** Scientists

	Total (N=759)	Republican (N=197)	Democrat (N=229)	Independent (N=255)
Very favorable	36	20	50	36
Somewhat favorable	32	30	33	33
Lean towards favorable	21	34	13	20
Lean towards unfavorable	6	9	3	5
Somewhat unfavorable	3	4	1	3
Very unfavorable	2	3	1	2
Refused	-	-	-	-
Very, somewhat, or lean towards favorable (net)	*89*	*83*	*96*	*89*
Very, somewhat, or lean towards unfavorable (net)	*11*	*17*	*4*	*11*

GAME CHANGERS

4. How favorable or unfavorable are you of people in the following professions? *(cont.)*

q. **[Base = Very, somewhat, or not very familiar with this profession]** Teachers

	Total (N=929)	Republican (N=268)	Democrat (N=270)	Independent (N=291)
Very favorable	47	36	59	44
Somewhat favorable	31	33	29	33
Lean towards favorable	14	19	10	14
Lean towards unfavorable	5	7	2	5
Somewhat unfavorable	2	3	1	2
Very unfavorable	1	2	-	2
Refused	-	-	-	-
Very, somewhat, or lean towards favorable (net)	*92*	*88*	*97*	*91*
Very, somewhat, or lean towards unfavorable (net)	*8*	*12*	*3*	*9*

r. **[Base = Very, somewhat, or not very familiar with this profession]** The police

	Total (N=887)	Republican (N=259)	Democrat (N=248)	Independent (N=288)
Very favorable	30	53	15	26
Somewhat favorable	30	27	27	34
Lean towards favorable	19	14	22	19
Lean towards unfavorable	12	3	22	12
Somewhat unfavorable	6	2	9	5
Very unfavorable	4	1	6	4
Refused	-	-	-	-
Very, somewhat, or lean towards favorable (net)	*78*	*94*	*64*	*79*
Very, somewhat, or lean towards unfavorable (net)	*22*	*5*	*36*	*21*

TOPLINE & METHODOLOGY

4. How favorable or unfavorable are you of people in the following professions? *(cont.)*

s. **[Base = Very, somewhat, or not very familiar with this profession]** TV news anchors

	Total (N=720)	Republican (N=184)	Democrat (N=216)	Independent (N=242)
Very favorable	9	4	15	7
Somewhat favorable	23	19	31	20
Lean towards favorable	36	30	35	39
Lean towards unfavorable	18	23	13	19
Somewhat unfavorable	7	11	4	8
Very unfavorable	8	13	3	7
Refused	-	-	-	-
Very, somewhat, or lean towards favorable (net)	*67*	*54*	*80*	*66*
Very, somewhat, or lean towards unfavorable (net)	*33*	*47*	*20*	*34*

t. **[Base = Very, somewhat, or not very familiar with this profession]** Public health officials

	Total (N=752)	Republican (N=210)	Democrat (N=220)	Independent (N=246)
Very favorable	16	6	27	15
Somewhat favorable	30	22	30	33
Lean towards favorable	29	29	33	29
Lean towards unfavorable	11	21	5	9
Somewhat unfavorable	8	13	4	8
Very unfavorable	5	10	*	5
Refused	-	-	-	-
Very, somewhat, or lean towards favorable (net)	*75*	*57*	*91*	*77*
Very, somewhat, or lean towards unfavorable (net)	*25*	*44*	*9*	*23*

GAME CHANGERS

TOPLINE & METHODOLOGY

4. How favorable or unfavorable are you of people in the following professions? *(cont.)*

u. **[Base = Very, somewhat, or not very familiar with this profession]** Park rangers

	Total (N=658)	Republican (N=187)	Democrat (N=185)	Independent (N=215)
Very favorable	38	41	35	38
Somewhat favorable	32	32	33	31
Lean towards favorable	22	24	24	21
Lean towards unfavorable	5	1	7	5
Somewhat unfavorable	2	1	1	4
Very unfavorable	1	*	1	*
Refused	-	-	-	-
Very, somewhat, or lean towards favorable (net)	*92*	*97*	*92*	*90*
Very, somewhat, or lean towards unfavorable (net)	*8*	*3*	*8*	*9*

v. **[Base = Very, somewhat, or not very familiar with this profession]** Federal law enforcement

	Total (N=765)	Republican (N=216)	Democrat (N=219)	Independent (N=255)
Very favorable	17	19	18	14
Somewhat favorable	30	33	31	30
Lean towards favorable	28	26	27	30
Lean towards unfavorable	13	11	15	13
Somewhat unfavorable	6	4	5	6
Very unfavorable	6	6	3	7
Refused	-	-	-	-
Very, somewhat, or lean towards favorable (net)	*75*	*78*	*77*	*73*
Very, somewhat, or lean towards unfavorable (net)	*25*	*22*	*24*	*26*

GAME CHANGERS Ipsos

TOPLINE & METHODOLOGY

4. How favorable or unfavorable are you of people in the following professions? *(cont.)*

w. **[Base = Very, somewhat, or not very familiar with this profession]** Firefighters

	Total (N=819)	Republican (N=237)	Democrat (N=227)	Independent (N=271)
Very favorable	64	72	56	63
Somewhat favorable	23	19	27	24
Lean towards favorable	10	8	12	10
Lean towards unfavorable	1	1	2	1
Somewhat unfavorable	1	-	2	1
Very unfavorable	*	1	1	-
Refused	-	-	-	-
Very, somewhat, or lean towards favorable (net)	*97*	*99*	*95*	*97*
Very, somewhat, or lean towards unfavorable (net)	*3*	*2*	*5*	*3*

x. **[Base = Very, somewhat, or not very familiar with this profession]** Hospital executives

	Total (N=636)	Republican (N=186)	Democrat (N=178)	Independent (N=221)
Very favorable	9	7	11	9
Somewhat favorable	22	26	19	23
Lean towards favorable	33	38	31	33
Lean towards unfavorable	24	21	30	21
Somewhat unfavorable	7	5	5	9
Very unfavorable	5	3	5	5
Refused	-	-	-	-
Very, somewhat, or lean towards favorable (net)	*64*	*70*	*60*	*65*
Very, somewhat, or lean towards unfavorable (net)	*36*	*29*	*40*	*35*

GAME CHANGERS Ipsos

TOPLINE & METHODOLOGY

5. Have you used any of the following in the last month...

Summary of Yes

	Total	Republican	Democrat	Independent
An internet search engine	89	88	87	92
Social media	73	66	77	73
A customer service chat program	33	32	39	31
An artificial intelligence (AI) chat program (chatbot)	15	11	14	17
An artificial intelligence (AI) assisted internet search program	12	7	12	15
An artificial intelligence (AI) image generation system	8	6	8	10

a. An artificial intelligence (AI) chat program (chatbot)

	Total	Republican	Democrat	Independent
Yes	15	11	14	17
No	84	86	84	83
Refused	1	2	1	-

b. An artificial intelligence (AI) image generation system

	Total	Republican	Democrat	Independent
Yes	8	6	8	10
No	91	93	90	90
Refused	1	2	2	*

c. An artificial intelligence (AI) assisted internet search program

	Total	Republican	Democrat	Independent
Yes	12	7	12	15
No	87	91	87	85
Refused	1	2	1	*

5. Have you used any of the following in the last month… *(cont.)*

    d. A customer service chat program

	Total	Republican	Democrat	Independent
Yes	33	32	39	31
No	66	66	61	69
Refused	1	2	1	-

    e. Social media

	Total	Republican	Democrat	Independent
Yes	73	66	77	73
No	27	32	22	27
Refused	1	1	1	-

    f. An internet search engine

	Total	Republican	Democrat	Independent
Yes	89	88	87	92
No	10	10	12	8
Refused	1	1	1	-

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About the Study

This Ipsos poll was conducted March 10 – 12, 2023, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,026 general population adults age 18 or older, 291 Republican interviews, 291 Democrat interviews, and 321 independent interviews.

The margin of sampling error for this study is plus or minus 3.3 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 1.18 for all respondents. The margin of sampling error for this study is plus or minus 6.0 percentage points at the 95% confidence level, for results based on the sample of Republican adults. The margin of sampling error takes into account the design effect, which was 1.10 for all Republican respondents. The margin of sampling error for this study is plus or minus 6.2 percentage points at the 95% confidence level, for results based on the sample of Democratic adults. The margin of sampling error takes into account the design effect, which was 1.17 for all Democratic respondents. The margin of sampling error for this study is plus or minus 5.8 percentage points at the 95% confidence level, for results based on the sample of independent adults. The margin of sampling error takes into account the design effect, which was 1.11 for all independent respondents

In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US 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 US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data for the total sample were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks came from the 2022 March Supplement of the Current Population Survey (CPS).

- 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+)

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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD).ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com

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