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Ipsos poll on the Mood of the Nation

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)

Interview dates: February 28-March 2, 2025

Number of interviews: 1,025

Number of Republican interviews: 279

Number of Democrat interviews: 311

Number of independent interviews: 323

Margin of error: +/- 4.0 percentage points at the 95% confidence level for all respondents

Margin of error: +/- 6.7 percentage points at the 95% confidence level for Republican respondents

Margin of error: +/- 7.0 percentage points at the 95% confidence level for Democratic respondents

Margin of error: +/- 7.3 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:

Q1. How would you say you feel about the first month of the Trump presidency?

	Total (N=1,025)	Republican (N=279)	Democrat (N=311)	Independent (N=323)
Happy	32%	79%	5%	21%
Unhappy	42%	8%	81%	49%
No opinion	24%	12%	14%	28%
Skipped	2%	1%	1%	1%

Q2. Have actions taken by the Trump administration over the last few weeks had a direct impact on your life?

	Total (N=1,025)	Republican (N=279)	Democrat (N=311)	Independent (N=323)
Yes	32%	27%	48%	30%
No	66%	73%	52%	68%
Skipped	2%	-	*	2%

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Q3. Which of the following best describes your feelings about the current news cycle?

	Total Feb 28- Mar 2, 2025 (N=1,025)	Total Jan 31- Feb 2, 2025 (N=1,032)	Republican (N=279)	Democrat (N=311)	Independent (N=323)
Concerned	44%	44%	20%	64%	55%
Anxious	31%	27%	14%	53%	31%
Angry	29%	24%	10%	57%	30%
Overwhelmed	25%	25%	11%	43%	25%
Afraid	23%	19%	4%	49%	23%
Optimistic	19%	15%	45%	2%	14%
Confused	18%	16%	9%	23%	22%
Hopeful	17%	16%	41%	2%	13%
Confident	9%	6%	22%	1%	7%
Excited	9%	8%	21%	1%	7%
Relieved	7%	7%	18%	1%	3%
Other	5%	6%	4%	8%	5%
Don't know	17%	18%	12%	8%	15%
Skipped	1%	1%	1%	*	-

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Q4. In the past month, have you done any of the following, or not?

Total Yes Summary

	Total (N=1,025)	Republican (N=279)	Democrat (N=311)	Independent (N=323)
Reduced spending to protest a company's stance on politics or current events	24%	11%	47%	22%
Completely stopped purchasing from a company because of their stance on politics or current events	21%	14%	42%	17%
Went out of your way to make purchases from a company because of their stance on politics or current events	16%	12%	31%	15%
Made a call or sent a letter or email to a public official	11%	7%	20%	11%
Shared or commented on something on social media attacking a company	9%	7%	14%	8%
Attended a protest	4%	2%	6%	3%

Trended Yes Summary

	Total Feb 28-Mar 2, 2025 (N=1,025)	Total Feb 12- 16, 2025 (N=1,026)
Reduced spending to protest a company's stance on politics or current events	24%	29%
Completely stopped purchasing from a company because of their stance on politics or current events	21%	31%
Went out of your way to make purchases from a company because of their stance on politics or current events	16%	20%
Made a call or sent a letter or email to a public official	11%	N/A
Shared or commented on something on social media attacking a company	9%	10%
Attended a protest	4%	3%

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Q4_1. In the past month, have you done any of the following, or not? Attended a protest

	Total (N=1,025)	Republican (N=279)	Democrat (N=311)	Independent (N=323)
Yes	4%	2%	6%	3%
No	95%	98%	93%	97%
Skipped	2%	-	1%	-

Q4_2. In the past month, have you done any of the following, or not? Made a call or sent a letter or email to a public official

	Total (N=1,025)	Republican (N=279)	Democrat (N=311)	Independent (N=323)
Yes	11%	7%	20%	11%
No	87%	93%	80%	88%
Skipped	2%	-	1%	1%

Q4_3. In the past month, have you done any of the following, or not? Completely stopped purchasing from a company because of their stance on politics or current events

	Total (N=1,025)	Republican (N=279)	Democrat (N=311)	Independent (N=323)
Yes	21%	14%	42%	17%
No	77%	86%	57%	83%
Skipped	2%	-	1%	*

Q4_4. In the past month, have you done any of the following, or not? Reduced spending to protest a company's stance on politics or current events

	Total (N=1,025)	Republican (N=279)	Democrat (N=311)	Independent (N=323)
Yes	24%	11%	47%	22%
No	74%	89%	53%	78%
Skipped	1%	-	*	-

Q4_5. In the past month, have you done any of the following, or not? Went out of your way to make purchases from a company because of their stance on politics or current events

	Total (N=1,025)	Republican (N=279)	Democrat (N=311)	Independent (N=323)
Yes	16%	12%	31%	15%
No	82%	88%	69%	85%
Skipped	2%	*	*	*

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Q4_6. In the past month, have you done any of the following, or not? Shared or commented on something on social media attacking a company

	Total (N=1,025)	Republican (N=279)	Democrat (N=311)	Independent (N=323)
Yes	9%	7%	14%	8%
No	89%	93%	85%	92%
Skipped	2%	-	1%	*

Q5. Which of these is your main source of news in the last month?

	Total (N=1,025)	Republican (N=279)	Democrat (N=311)	Independent (N=323)
Social media, Podcasts or YouTube	18%	14%	18%	21%
ABC, CBS, or NBC News	15%	16%	16%	19%
Digital or online news	15%	15%	13%	20%
FOX News	11%	28%	1%	5%
Your local TV news or newspaper	9%	7%	8%	10%
CNN or MSNBC	5%	1%	14%	4%
Public television or radio	5%	2%	10%	4%
New York Times, Washington Post, USA Today, or Wall Street Journal	4%	2%	8%	4%
Conservative media (Talk radio, Breitbart, Newsmax, OAN, etc.)	1%	4%	1%	*
Telemundo or Univision	1%	*	*	-
Other	4%	4%	3%	4%
None of these	13%	7%	7%	8%
Skipped	1%	-	-	-



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About the Study

This Ipsos poll was conducted from February 28-March 2, 2025, using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,025 adults age 18 or older. The sample includes 279 Republicans, 311 Democrats, and 323 independents.

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

The 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 2024 March Supplement of the Current Population Survey (CPS). The 2024 presidential vote choice benchmarks came from the federal elections 2024 election results for the U.S. President.

- 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's degree, Master's degree 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+)
- 2024 Presidential Election Vote (Donald Trump, Kamala Harris, Other, Did not vote)

The margin of sampling error is plus or minus 4.0 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 1.67. For Republicans, the margin of sampling error is plus or minus 6.7 percentage points, and the design effect is 1.32. For Democrats, the margin of sampling error is plus or minus 7.0 percentage points, and the design effect is 1.58. For independents, the margin of sampling error is plus or minus 7.3 percentage points, and the design effect is 1.81.





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The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

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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

