



TOPLINE & METHODOLOGY

Reuters/Ipsos Poll on Liberation Day Tariffs

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

Interview dates: April 4-6, 2025

Number of interviews: 1,027

Number of Republican interviews: 268

Number of Democrat interviews: 337

Number of independent interviews: 321

Margin of error: +/- 3.2 percentage points at the 95% confidence level for all respondents

Margin of error: +/- 6.2 percentage points at the 95% confidence level for Republican respondents

Margin of error: +/- 5.6 percentage points at the 95% confidence level for Democrat 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:

Q1. How familiar, if at all, are you with President Donald Trump's recent announcement of tariffs of at least 10% across all U.S. trading partners?

	Total (N=1,027)	Republican (N=268)	Democrat (N=337)	Independent (N=321)
Very familiar	39%	36%	51%	38%
Somewhat familiar	42%	52%	37%	42%
Not very familiar	11%	8%	9%	13%
Not at all familiar	7%	4%	3%	7%
Skipped	*	-	-	-
<i>Familiar (Net)</i>	82%	88%	87%	80%
<i>Not familiar (Net)</i>	18%	12%	13%	20%





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Q2. To the best of your knowledge, please indicate whether you believe each of the statements below are true or false.

Total Correct Summary (Correct answer in brackets)

	Total (N=1,027)	Republican (N=268)	Democrat (N=337)	Independent (N=321)
President Trump's announcement places a baseline 10% tariff on virtually all products imported into the U.S. [True]	60%	61%	69%	55%
Tariffs are taxes paid by the country exporting goods [False]	32%	19%	49%	30%
In the past, U.S. tariffs have been generally lower than those charged by other countries [False]	11%	4%	19%	11%
Inflation was the highest it's ever been during the Biden administration [True]	30%	54%	12%	30%

Q2_1. To the best of your knowledge, please indicate whether you believe each of the statements below are true or false. **President Trump's announcement places a baseline 10% tariff on virtually all products imported into the U.S. [True]**

	Total (N=1,027)	Republican (N=268)	Democrat (N=337)	Independent (N=321)
True	60%	61%	69%	55%
False	9%	10%	9%	8%
Don't know	31%	29%	22%	36%
Skipped	1%	1%	1%	1%

Q2_2. To the best of your knowledge, please indicate whether you believe each of the statements below are true or false. **Tariffs are taxes paid by the country exporting goods [False]**

	Total (N=1,027)	Republican (N=268)	Democrat (N=337)	Independent (N=321)
True	46%	62%	34%	48%
False	32%	19%	49%	30%
Don't know	21%	18%	16%	21%
Skipped	1%	1%	1%	1%





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Q2_3. To the best of your knowledge, please indicate whether you believe each of the statements below are true or false. **Inflation was the highest it's ever been during the Biden administration [True]**

	Total (N=1,027)	Republican (N=268)	Democrat (N=337)	Independent (N=321)
True	30%	54%	12%	30%
False	40%	22%	63%	39%
Don't know	28%	23%	23%	30%
Skipped	1%	1%	2%	1%

Q2_4. To the best of your knowledge, please indicate whether you believe each of the statements below are true or false. **In the past, U.S. tariffs have been generally lower than those charged by other countries [False]**

	Total (N=1,027)	Republican (N=268)	Democrat (N=337)	Independent (N=321)
True	45%	66%	33%	47%
False	11%	4%	19%	11%
Don't know	43%	30%	48%	41%
Skipped	1%	-	1%	1%

Q3. To what extent do you support or oppose the following policies?

Total Support Summary

	Total (N=1,027)	Republican (N=268)	Democrat (N=337)	Independent (N=321)
Downsizing the federal government	55%	87%	24%	60%
Closing all federal government "DEI" offices and firing all federal employees working in "DEI" initiatives	40%	77%	8%	41%
The effort to quickly reduce the size of the federal government workforce through deferred resignations and firings.	39%	74%	9%	41%
New tariffs, or taxes, on imported goods from Mexico	39%	77%	10%	37%
New tariffs of at least 10% on all of the United States' trading partners	39%	73%	10%	41%





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Q3. To what extent do you support or oppose the following policies? (cont.)

Total Support Summary

	Total (N=1,027)	Republican (N=268)	Democrat (N=337)	Independent (N=321)
Proposals to dismantle the U.S. Department of Education.	35%	71%	4%	37%
New tariffs, or taxes, on imported goods from Canada	35%	74%	8%	31%
New tariffs of 25% on all cars and trucks made outside of the United States	35%	71%	9%	31%
Temporarily freezing federal funding for government grants and services in the U.S.	34%	66%	6%	36%
Freezing the funding for the National Institutes of Health, Centers for Disease Control and other public health agencies.	30%	62%	5%	27%





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Q3. To what extent do you support or oppose the following policies? (cont.)

Total Support Summary

Trended data	Reuters/Ipsos, 4/4-6, 2025	Reuters/Ipsos, 2/13-18, 2025	Ipsos, 2/7- 10, 2025	Ipsos, 1/24- 26, 2025
Downsizing the federal government	55%	N/A	N/A	61%
Closing all federal government "DEI" offices and firing all federal employees working in "DEI" initiatives	40%	N/A	N/A	44%
The effort to quickly reduce the size of the federal government workforce through deferred resignations and firings.	39%	N/A	40%	N/A
New tariffs, or taxes, on imported goods from Mexico	39%	40%	N/A	N/A
Proposals to dismantle the U.S. Department of Education.	35%	N/A	32%	N/A
New tariffs, or taxes, on imported goods from Canada	35%	36%	N/A	N/A
Freezing the funding for the National Institutes of Health, Centers for Disease Control and other public health agencies.	30%	N/A	28%	N/A





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Q3_1. To what extent do you support or oppose the following policies? **The effort to quickly reduce the size of the federal government workforce through deferred resignations and firings.**

	Total (N=1,027)	<i>Ipsos, 2/7-10, 2025</i>	Republican (N=268)	Democrat (N=337)	Independent (N=321)
Strongly support	19%	20%	41%	3%	19%
Somewhat support	20%	20%	33%	7%	22%
Somewhat oppose	19%	19%	15%	17%	24%
Strongly oppose	38%	36%	8%	73%	34%
Skipped	4%	5%	3%	1%	2%
<i>Support (Net)</i>	39%	40%	74%	9%	41%
<i>Oppose (Net)</i>	57%	55%	23%	90%	57%

Q3_2. To what extent do you support or oppose the following policies? **Proposals to dismantle the U.S. Department of Education.**

	Total (N=1,027)	<i>Ipsos, 2/7-10, 2025</i>	Republican (N=268)	Democrat (N=337)	Independent (N=321)
Strongly support	20%	16%	45%	2%	19%
Somewhat support	15%	15%	26%	1%	18%
Somewhat oppose	16%	18%	18%	13%	18%
Strongly oppose	45%	45%	10%	82%	43%
Skipped	4%	5%	2%	2%	2%
<i>Support (Net)</i>	35%	32%	71%	4%	37%
<i>Oppose (Net)</i>	61%	63%	28%	95%	61%

Q3_3. To what extent do you support or oppose the following policies? **Freezing the funding for the National Institutes of Health, Centers for Disease Control and other public health agencies.**

	Total (N=1,027)	<i>Ipsos, 2/7-10, 2025</i>	Republican (N=268)	Democrat (N=337)	Independent (N=321)
Strongly support	11%	12%	25%	2%	11%
Somewhat support	18%	16%	38%	3%	17%
Somewhat oppose	20%	21%	24%	10%	26%
Strongly oppose	47%	47%	11%	84%	45%
Skipped	4%	5%	2%	1%	1%
<i>Support (Net)</i>	30%	28%	62%	5%	27%
<i>Oppose (Net)</i>	67%	67%	36%	94%	71%





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Q3_4. To what extent do you support or oppose the following policies? **Temporarily freezing federal funding for government grants and services in the U.S.**

	Total (N=1,027)	Republican (N=268)	Democrat (N=337)	Independent (N=321)
Strongly support	14%	29%	2%	15%
Somewhat support	19%	37%	4%	20%
Somewhat oppose	21%	21%	15%	27%
Strongly oppose	41%	10%	77%	37%
Skipped	4%	2%	2%	1%
<i>Support (Net)</i>	<i>34%</i>	<i>66%</i>	<i>6%</i>	<i>36%</i>
<i>Oppose (Net)</i>	<i>63%</i>	<i>31%</i>	<i>92%</i>	<i>64%</i>

Q3_5. To what extent do you support or oppose the following policies? **Closing all federal government "DEI" offices and firing all federal employees working in "DEI" initiatives**

	Total (N=1,027)	<i>Ipsos, 1/24- 26, 2025</i>	Republican (N=268)	Democrat (N=337)	Independent (N=321)
Strongly support	24%	27%	51%	1%	25%
Somewhat support	16%	17%	26%	7%	16%
Somewhat oppose	18%	23%	14%	17%	22%
Strongly oppose	38%	28%	7%	74%	34%
Skipped	4%	5%	2%	1%	3%
<i>Support (Net)</i>	<i>40%</i>	<i>44%</i>	<i>77%</i>	<i>8%</i>	<i>41%</i>
<i>Oppose (Net)</i>	<i>56%</i>	<i>51%</i>	<i>21%</i>	<i>91%</i>	<i>56%</i>

Q3_6. To what extent do you support or oppose the following policies? **Downsizing the federal government**

	Total (N=1,027)	<i>Ipsos, 1/24- 26, 2025</i>	Republican (N=268)	Democrat (N=337)	Independent (N=321)
Strongly support	28%	29%	58%	2%	29%
Somewhat support	27%	32%	28%	22%	31%
Somewhat oppose	18%	17%	8%	29%	17%
Strongly oppose	24%	18%	4%	45%	21%
Skipped	4%	4%	1%	1%	2%
<i>Support (Net)</i>	<i>55%</i>	<i>61%</i>	<i>87%</i>	<i>24%</i>	<i>60%</i>
<i>Oppose (Net)</i>	<i>42%</i>	<i>35%</i>	<i>12%</i>	<i>75%</i>	<i>38%</i>



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Q3_7. To what extent do you support or oppose the following policies? **New tariffs, or taxes, on imported goods from Mexico**

	Total (N=1,027)	<i>Reuters/Ipsos, 2/13-18, 2025</i>	Republican (N=268)	Democrat (N=337)	Independent (N=321)
Strongly support	15%	15%	34%	2%	12%
Somewhat support	24%	25%	42%	8%	25%
Somewhat oppose	19%	19%	12%	18%	25%
Strongly oppose	38%	36%	8%	69%	36%
Skipped	4%	5%	3%	2%	1%
<i>Support (Net)</i>	<i>39%</i>	<i>40%</i>	<i>77%</i>	<i>10%</i>	<i>37%</i>
<i>Oppose (Net)</i>	<i>57%</i>	<i>56%</i>	<i>20%</i>	<i>88%</i>	<i>62%</i>

Q3_8. To what extent do you support or oppose the following policies? **New tariffs, or taxes, on imported goods from Canada**

	Total (N=1,027)	<i>Reuters/Ipsos, 2/13-18, 2025</i>	Republican (N=268)	Democrat (N=337)	Independent (N=321)
Strongly support	14%	12%	31%	1%	12%
Somewhat support	22%	24%	43%	7%	19%
Somewhat oppose	20%	19%	15%	16%	25%
Strongly oppose	41%	40%	9%	73%	43%
Skipped	4%	5%	2%	2%	1%
<i>Support (Net)</i>	<i>35%</i>	<i>36%</i>	<i>74%</i>	<i>8%</i>	<i>31%</i>
<i>Oppose (Net)</i>	<i>61%</i>	<i>59%</i>	<i>24%</i>	<i>90%</i>	<i>68%</i>

Q3_9. To what extent do you support or oppose the following policies? **New tariffs of at least 10% on all of the United States' trading partners**

	Total (N=1,027)	Republican (N=268)	Democrat (N=337)	Independent (N=321)
Strongly support	14%	32%	2%	12%
Somewhat support	24%	41%	8%	28%
Somewhat oppose	21%	19%	18%	23%
Strongly oppose	36%	6%	69%	34%
Skipped	4%	3%	3%	2%
<i>Support (Net)</i>	<i>39%</i>	<i>73%</i>	<i>10%</i>	<i>41%</i>
<i>Oppose (Net)</i>	<i>57%</i>	<i>24%</i>	<i>88%</i>	<i>57%</i>



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Q3_10. To what extent do you support or oppose the following policies? **New tariffs of 25% on all cars and trucks made outside of the United States**

	Total (N=1,027)	Republican (N=268)	Democrat (N=337)	Independent (N=321)
Strongly support	13%	29%	2%	10%
Somewhat support	22%	41%	6%	21%
Somewhat oppose	20%	17%	18%	26%
Strongly oppose	41%	10%	73%	40%
Skipped	4%	2%	1%	3%
<i>Support (Net)</i>	<i>35%</i>	<i>71%</i>	<i>9%</i>	<i>31%</i>
<i>Oppose (Net)</i>	<i>61%</i>	<i>27%</i>	<i>90%</i>	<i>67%</i>

Q4. Tariffs of at least 10% on goods imported into the U.S. will go into effect this weekend. For each of the following, do you think the costs for you personally will increase, decrease, or not change at all in the next six months?

Total Increase Summary

	Total (N=1,027)	Republican (N=268)	Democrat (N=337)	Independent (N=321)
Personal electronics and phones	77%	66%	87%	82%
Automobiles	73%	62%	82%	79%
The items you buy every day	73%	56%	89%	78%
Household appliances	72%	60%	87%	76%
Fresh produce	70%	53%	87%	75%
Home repairs and improvements	62%	43%	79%	69%
Dairy items such as milk and cheese	56%	33%	79%	59%



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Q4_1. Tariffs of at least 10% on goods imported into the U.S. will go into effect this weekend. For each of the following, do you think the costs for you personally will increase, decrease, or not change at all in the next six months? **Personal electronics and phones**

	Total (N=1,027)	Republican (N=268)	Democrat (N=337)	Independent (N=321)
Increase	77%	66%	87%	82%
Decrease	3%	5%	2%	3%
Not change at all	11%	22%	6%	9%
Not applicable	6%	6%	3%	5%
Skipped	2%	2%	2%	1%

Q4_2. Tariffs of at least 10% on goods imported into the U.S. will go into effect this weekend. For each of the following, do you think the costs for you personally will increase, decrease, or not change at all in the next six months? **Fresh produce**

	Total (N=1,027)	Republican (N=268)	Democrat (N=337)	Independent (N=321)
Increase	70%	53%	87%	75%
Decrease	5%	7%	3%	4%
Not change at all	19%	35%	7%	17%
Not applicable	4%	3%	1%	3%
Skipped	3%	2%	2%	1%

Q4_3. Tariffs of at least 10% on goods imported into the U.S. will go into effect this weekend. For each of the following, do you think the costs for you personally will increase, decrease, or not change at all in the next six months? **Home repairs and improvements**

	Total (N=1,027)	Republican (N=268)	Democrat (N=337)	Independent (N=321)
Increase	62%	43%	79%	69%
Decrease	3%	4%	3%	4%
Not change at all	22%	39%	8%	20%
Not applicable	10%	12%	8%	7%
Skipped	2%	2%	1%	1%

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Q4_4. Tariffs of at least 10% on goods imported into the U.S. will go into effect this weekend. For each of the following, do you think the costs for you personally will increase, decrease, or not change at all in the next six months? **Dairy items such as milk and cheese**

	Total (N=1,027)	Republican (N=268)	Democrat (N=337)	Independent (N=321)
Increase	56%	33%	79%	59%
Decrease	5%	10%	2%	5%
Not change at all	32%	52%	15%	31%
Not applicable	4%	4%	3%	4%
Skipped	2%	1%	1%	1%

Q4_5. Tariffs of at least 10% on goods imported into the U.S. will go into effect this weekend. For each of the following, do you think the costs for you personally will increase, decrease, or not change at all in the next six months? **Household appliances**

	Total (N=1,027)	Republican (N=268)	Democrat (N=337)	Independent (N=321)
Increase	72%	60%	87%	76%
Decrease	4%	5%	2%	4%
Not change at all	13%	24%	6%	11%
Not applicable	9%	9%	5%	9%
Skipped	2%	2%	1%	1%

Q4_6. Tariffs of at least 10% on goods imported into the U.S. will go into effect this weekend. For each of the following, do you think the costs for you personally will increase, decrease, or not change at all in the next six months? **Automobiles**

	Total (N=1,027)	Republican (N=268)	Democrat (N=337)	Independent (N=321)
Increase	73%	62%	82%	79%
Decrease	4%	5%	2%	4%
Not change at all	11%	19%	7%	9%
Not applicable	10%	12%	8%	8%
Skipped	2%	2%	1%	1%

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Q4_7. Tariffs of at least 10% on goods imported into the U.S. will go into effect this weekend. For each of the following, do you think the costs for you personally will increase, decrease, or not change at all in the next six months? **The items you buy every day**

	Total (N=1,027)	Republican (N=268)	Democrat (N=337)	Independent (N=321)
Increase	73%	56%	89%	78%
Decrease	4%	8%	3%	3%
Not change at all	16%	31%	5%	14%
Not applicable	4%	4%	1%	4%
Skipped	3%	2%	2%	1%

Q5. How much do you agree or disagree with the following statements?

Total Agree Summary

	Total (N=1,027)	Republican (N=268)	Democrat (N=337)	Independent (N=321)
I understand what purpose the FDA serves in society	78%	73%	88%	78%
Public health research positively contributes to the public interest	78%	72%	90%	79%
New tariffs should be targeted at countries taking advantage of the system, not at everyone	76%	82%	76%	77%
I understand what purpose the CDC serves in society	75%	68%	87%	74%
Other countries have been taking advantage of the U.S. when it comes to international trade	52%	85%	25%	55%
Any short-term economic pain is worth it to make the U.S. stronger in the long term	49%	81%	23%	49%



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Q5. How much do you agree or disagree with the following statements?

Total Agree Summary

Trended data	Reuters/Ipsos, 4/4-6, 2025	Ipsos, 2/7-10, 2025
I understand what purpose the FDA serves in society	78%	79%
Public health research positively contributes to the public interest	78%	77%
I understand what purpose the CDC serves in society	75%	77%

Q5_1. How much do you agree or disagree with the following statements? **I understand what purpose the FDA serves in society**

	Total (N=1,027)	Ipsos, 2/7-10, 2025	Republican (N=268)	Democrat (N=337)	Independent (N=321)
Strongly agree	39%	40%	25%	60%	35%
Somewhat agree	38%	39%	47%	28%	43%
Somewhat disagree	13%	11%	18%	7%	14%
Strongly disagree	5%	6%	6%	3%	4%
Skipped	4%	4%	3%	1%	4%
<i>Agree (Net)</i>	<i>78%</i>	<i>79%</i>	<i>73%</i>	<i>88%</i>	<i>78%</i>
<i>Disagree (Net)</i>	<i>18%</i>	<i>17%</i>	<i>24%</i>	<i>10%</i>	<i>19%</i>

Q5_2. How much do you agree or disagree with the following statements? **I understand what purpose the CDC serves in society**

	Total (N=1,027)	Ipsos, 2/7-10, 2025	Republican (N=268)	Democrat (N=337)	Independent (N=321)
Strongly agree	40%	38%	21%	64%	36%
Somewhat agree	35%	39%	47%	23%	39%
Somewhat disagree	15%	13%	20%	7%	18%
Strongly disagree	6%	6%	9%	4%	4%
Skipped	4%	4%	3%	1%	4%
<i>Agree (Net)</i>	<i>75%</i>	<i>77%</i>	<i>68%</i>	<i>87%</i>	<i>74%</i>
<i>Disagree (Net)</i>	<i>21%</i>	<i>19%</i>	<i>29%</i>	<i>11%</i>	<i>22%</i>





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Q5_3. How much do you agree or disagree with the following statements? **Public health research positively contributes to the public interest**

	Total (N=1,027)	Ipsos, 2/7-10, 2025	Republican (N=268)	Democrat (N=337)	Independent (N=321)
Strongly agree	42%	36%	21%	71%	38%
Somewhat agree	36%	41%	51%	18%	41%
Somewhat disagree	14%	14%	19%	7%	16%
Strongly disagree	4%	5%	6%	3%	1%
Skipped	4%	4%	3%	1%	4%
<i>Agree (Net)</i>	<i>78%</i>	<i>77%</i>	<i>72%</i>	<i>90%</i>	<i>79%</i>
<i>Disagree (Net)</i>	<i>18%</i>	<i>19%</i>	<i>25%</i>	<i>9%</i>	<i>18%</i>

Q5_4. How much do you agree or disagree with the following statements? **Other countries have been taking advantage of the U.S. when it comes to international trade**

	Total (N=1,027)	Republican (N=268)	Democrat (N=337)	Independent (N=321)
Strongly agree	27%	58%	5%	25%
Somewhat agree	26%	28%	20%	31%
Somewhat disagree	26%	8%	39%	28%
Strongly disagree	18%	5%	34%	13%
Skipped	4%	2%	2%	3%
<i>Agree (Net)</i>	<i>52%</i>	<i>85%</i>	<i>25%</i>	<i>55%</i>
<i>Disagree (Net)</i>	<i>44%</i>	<i>13%</i>	<i>73%</i>	<i>42%</i>

Q5_5. How much do you agree or disagree with the following statements? **Any short-term economic pain is worth it to make the U.S. stronger in the long term**

	Total (N=1,027)	Republican (N=268)	Democrat (N=337)	Independent (N=321)
Strongly agree	23%	48%	3%	22%
Somewhat agree	26%	33%	20%	27%
Somewhat disagree	24%	12%	32%	25%
Strongly disagree	24%	5%	43%	23%
Skipped	4%	2%	2%	3%
<i>Agree (Net)</i>	<i>49%</i>	<i>81%</i>	<i>23%</i>	<i>49%</i>
<i>Disagree (Net)</i>	<i>47%</i>	<i>17%</i>	<i>75%</i>	<i>48%</i>





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Q5_6. How much do you agree or disagree with the following statements? **New tariffs should be targeted at countries taking advantage of the system, not at everyone**

	Total (N=1,027)	Republican (N=268)	Democrat (N=337)	Independent (N=321)
Strongly agree	29%	31%	28%	33%
Somewhat agree	47%	51%	48%	44%
Somewhat disagree	13%	12%	11%	15%
Strongly disagree	7%	4%	11%	5%
Skipped	4%	2%	3%	3%
<i>Agree (Net)</i>	<i>76%</i>	<i>82%</i>	<i>76%</i>	<i>77%</i>
<i>Disagree (Net)</i>	<i>20%</i>	<i>16%</i>	<i>22%</i>	<i>20%</i>

Q6. In the last three months, have you...

Total Yes Summary

	Total (N=1,027)	Republican (N=268)	Democrat (N=337)	Independent (N=321)
Had to delay making a purchase because you didn't have the money	39%	32%	40%	43%
Seen grocery or gasoline costs go down	21%	38%	8%	21%
Been unable to pay a bill on time	21%	20%	24%	18%
Received a pay raise or gotten a new, higher paying job	16%	20%	15%	15%
Had to go into debt or use retirement savings to make ends meet	16%	10%	20%	16%





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Q6. In the last three months, have you... (cont.)

Total Yes Summary

<i>Trended data</i>	Reuters/Ipsos, 4/4-6, 2025	<i>Ipsos, 2/14- 16, 2025</i>	<i>Ipsos, 11/12- 19, 2024</i>	<i>Ipsos, 9/25- 30, 2024</i>	<i>Ipsos, 8/2-7, 2024</i>
Had to delay making a purchase because you didn't have the money	39%	37%	42%	39%	42%
Been unable to pay a bill on time	21%	17%	24%	22%	22%
Had to go into debt or use retirement savings to make ends meet	16%	16%	20%	18%	21%
Received a pay raise or gotten a new, higher paying job	16%	13%	13%	12%	15%
Seen grocery or gasoline costs go down	21%	13%	29%	32%	16%

Q6_1. In the last three months, have you... **Received a pay raise or gotten a new, higher paying job**

	Total (N=1,027)	Republican (N=268)	Democrat (N=337)	Independent (N=321)
Yes	16%	20%	15%	15%
No	79%	76%	82%	79%
Don't know	4%	4%	1%	4%
Skipped	2%	*	1%	2%

Q6_2. In the last three months, have you... **Seen grocery or gasoline costs go down**

	Total (N=1,027)	Republican (N=268)	Democrat (N=337)	Independent (N=321)
Yes	21%	38%	8%	21%
No	71%	54%	87%	73%
Don't know	7%	8%	4%	6%
Skipped	1%	*	1%	1%



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Q6_3. In the last three months, have you... **Been unable to pay a bill on time**

	Total (N=1,027)	Republican (N=268)	Democrat (N=337)	Independent (N=321)
Yes	21%	20%	24%	18%
No	74%	77%	73%	78%
Don't know	3%	3%	2%	3%
Skipped	1%	*	1%	1%

Q6_4. In the last three months, have you... **Had to go into debt or use retirement savings to make ends meet**

	Total (N=1,027)	Republican (N=268)	Democrat (N=337)	Independent (N=321)
Yes	16%	10%	20%	16%
No	80%	87%	78%	79%
Don't know	3%	3%	1%	4%
Skipped	1%	*	1%	1%

Q6_5. In the last three months, have you... **Had to delay making a purchase because you didn't have the money**

	Total (N=1,027)	Republican (N=268)	Democrat (N=337)	Independent (N=321)
Yes	39%	32%	40%	43%
No	56%	65%	57%	53%
Don't know	3%	3%	1%	3%
Skipped	1%	*	1%	1%

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Q7. Which of these is your main source of news in the last month?

	Total (N=1,027)	Republican (N=268)	Democrat (N=337)	Independent (N=321)
Social media, Podcasts or YouTube	18%	17%	15%	21%
Digital or online news	17%	15%	15%	18%
ABC, CBS, or NBC News	13%	9%	19%	13%
FOX News	8%	20%	3%	4%
Your local TV news or newspaper	8%	9%	9%	7%
CNN or MSNBC	7%	3%	13%	7%
Public television or radio	6%	3%	8%	7%
New York Times, Washington Post, USA Today, or Wall Street Journal	4%	1%	8%	4%
Conservative media (Talk radio, Breitbart, Newsmax, OAN, etc.)	2%	8%	-	*
Telemundo or Univision	1%	1%	2%	1%
Other	5%	3%	5%	5%
None of these	9%	11%	3%	10%
Skipped	1%	-	-	1%



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About the Study

This Reuters/Ipsos poll was conducted from April 4 to April 6, 2025, using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,027 adults age 18 or older. The sample includes 268 Republicans, 337 Democrats, and 321 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 3.2 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 1.13. For Republicans, the margin of sampling error is plus or minus 6.2 percentage points, and the design effect is 1.08. For Democrats, the margin of sampling error is plus or minus 5.6 percentage points, and the design effect is 1.10. For independents, the margin of sampling error is plus or minus 5.8 percentage points, and the design effect is 1.14.





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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

