



## PUBLIC POLL FINDINGS AND METHODOLOGY

### Ipsos Poll on Consumer Behavior

Washington, DC, April 11, 2025

1. What level of threat does today's political climate pose to you personally?

	<b>2/11-12, 2025 (N=1,082)</b>	<b>2/25-26, 2025 (N=1,083)</b>	<b>3/25-26, 2025 (N=1,085)</b>	<b>4/8-9, 2025 (N=1,090)</b>
Very high threat	11%	15%	12%	13%
High threat	15%	17%	17%	16%
Moderate threat	30%	28%	31%	37%
Low threat	21%	17%	19%	18%
Very low threat	14%	15%	12%	7%
Don't know	8%	8%	9%	9%
<i>High Threat (Net)</i>	<i>26%</i>	<i>32%</i>	<i>29%</i>	<i>30%</i>
<i>Low Threat (Net)</i>	<i>35%</i>	<i>32%</i>	<i>31%</i>	<i>25%</i>

2. When it comes the political climate in the U.S. which of the following describes how you feel today?

	<b>2/11-12, 2025</b>	<b>2/25-26, 2025</b>	<b>3/25-26, 2025</b>	<b>4/8-9, 2025</b>
I'm stuck about what to do next	12%	10%	7%	9%
I have a lot of uncertainty	36%	42%	48%	46%
I have some uncertainty	37%	34%	33%	33%
I have no uncertainty	15%	13%	12%	12%

3. On a five-point scale, with 5 being very satisfied and 1 being very unsatisfied, how satisfied are you with the actions and policies of the federal government? You may choose any number in between.

	<b>2/11-12, 2025</b>	<b>2/25-26, 2025</b>	<b>3/25-26, 2025</b>	<b>4/8-9, 2025</b>
5 – Very satisfied	10%	10%	9%	9%
4	12%	15%	14%	13%
3	33%	28%	30%	30%
2	16%	16%	12%	12%
1 – Very unsatisfied	29%	31%	35%	35%
<i>Satisfied (Net)</i>	<i>22%</i>	<i>26%</i>	<i>23%</i>	<i>22%</i>
<i>Unsatisfied (Net)</i>	<i>45%</i>	<i>46%</i>	<i>47%</i>	<i>47%</i>





## PUBLIC POLL FINDINGS AND METHODOLOGY

4. **[ASKED ONLY IF EMPLOYED]** Are you currently working from home, at your workplace, or both a majority of the time?

	Working at my workplace only	Working from home only	Working both from home and at my workplace
4/8-9, 2025 (N=606)	51%	24%	24%
3/25-26, 2025 (N=599)	50%	25%	26%
3/11-12, 2025 (N=569)	52%	24%	24%
2/25-26, 2025 (N=582)	52%	27%	22%
2/11-12, 2025 (N=603)	52%	22%	26%
1/28-29, 2025 (N=599)	59%	18%	23%
1/14-15, 2025 (N=559)	59%	17%	24%
12/10-11, 2024 (N=597)	56%	20%	25%
11/13-14, 2024 (N=555)	55%	22%	23%
10/29-30, 2024 (N=596)	53%	21%	25%
10/15-16, 2024 (N=622)	57%	17%	27%
10/1-2, 2024 (N=565)	59%	15%	26%
9/17-18, 2024 (N=599)	61%	17%	22%
9/3-4, 2024 (N=569)	58%	18%	24%
8/20-21, 2024 (N=586)	58%	17%	24%
8/6-7, 2024 (N=599)	58%	16%	26%
7/23-24, 2024 (N=603)	49%	21%	30%
6/25-26, 2024 (N=591)	59%	18%	23%
6/11-12, 2024 (N=639)	59%	20%	21%
5/30-31, 2024 (N=612)	56%	21%	23%
5/14-15, 2024 (N=583)	55%	19%	27%
4/30-5/1, 2024 (N=550)	51%	20%	29%
4/16-17, 2024 (N=531)	51%	21%	28%
4/2-3, 2024 (N=573)	53%	20%	26%
3/19-20, 2024 (N=614)	52%	20%	27%
3/5-6, 2024 (N=526)	56%	19%	25%
2/21-22, 2024 (N=555)	50%	23%	26%
2/6-7, 2024 (N=554)	52%	21%	27%
1/23-24, 2024 (N=551)	47%	21%	32%
1/9-10, 2024 (N=574)	51%	17%	32%





## PUBLIC POLL FINDINGS AND METHODOLOGY

4. **[ASKED ONLY IF EMPLOYED]** Are you currently working from home, at your workplace, or both a majority of the time? *(Continued)*

	Working at my workplace only	Working from home only	Working both from home and at my workplace
12/5-6, 2023 (N=567)	55%	25%	20%
11/7-8, 2023 (N=595)	54%	24%	22%
10/24-25, 2023 (N=551)	55%	22%	23%
10/10-11, 2023 (N=570)	58%	19%	23%
9/26-27, 2023 (N=612)	57%	18%	25%
9/12-13, 2023 (N=594)	55%	20%	26%
8/29-30, 2023 (N=586)	57%	25%	19%
8/15-16, 2023 (N=568)	51%	23%	26%
8/1-2, 2023 (N=623)	50%	28%	22%
7/18-19, 2023 (N=574)	60%	20%	20%
6/21-22, 2023 (N=580)	52%	25%	23%
6/6-7, 2023 (N=582)	60%	21%	19%
5/23-24, 2023 (N=599)	52%	24%	23%
5/9-10, 2023 (N=615)	59%	20%	21%
4/25-26, 2023 (N=582)	52%	29%	19%
4/11-12, 2023 (N=557)	58%	21%	22%
3/28-29, 2023 (N=620)	46%	24%	30%
3/14-15, 2023 (N=625)	55%	25%	20%
2/28-3/1, 2023 (N=616)	61%	20%	19%
2/14-15, 2023 (N=603)	56%	24%	20%
1/18-19, 2023 (N=639)	56%	22%	22%
11/9-10, 2022 (N=628)	54%	22%	24%
10/25-26, 2022 (N=594)	56%	24%	20%
10/11-12, 2022 (N=611)	62%	21%	18%
9/27-28, 2022 (N=616)	56%	23%	21%
9/13-14, 2022 (N=596)	55%	21%	24%
8/30-31, 2022 (N=584)	57%	20%	23%
8/16-17, 2022 (N=598)	55%	25%	20%
8/2-3, 2022 (N=613)	54%	25%	21%
7/19-20, 2022 (N=588)	58%	25%	17%
6/22-23, 2022 (N=622)	56%	27%	17%
6/7-8, 2022 (N=593)	56%	24%	20%
5/24-25, 2022 (N=571)	56%	26%	18%
5/10-11, 2022 (N=628)	56%	24%	20%
4/26-27, 2022 (N=657)	57%	24%	19%
4/12-13, 2022 (N=663)	58%	24%	19%
3/29-30, 2022 (N=666)	57%	23%	20%
3/15-16, 2022 (N=611)	57%	23%	20%
2/2-3, 2022 (N=1,086)	56%	24%	20%
1/20-21, 2021 (N=603)	34%	48%	18%

## 5. How familiar, if at all, are you with the concept of artificial intelligence (AI)?

	Very familiar	Somewhat familiar	Not very familiar	Not at all familiar	Don't know	Familiar (Net)	Not familiar (Net)
4/8-9, 2025	25%	53%	15%	5%	3%	77%	20%
3/25-26, 2025	27%	48%	17%	6%	2%	76%	23%
1/28-29, 2025	22%	48%	19%	7%	3%	71%	27%
1/14-15, 2025	27%	46%	18%	7%	1%	73%	26%
12/10-11, 2024	23%	46%	20%	8%	3%	69%	28%
10/15-16, 2024	24%	48%	19%	7%	1%	72%	27%
10/1-2, 2024	22%	47%	22%	7%	1%	69%	30%
9/17-18, 2024	21%	47%	21%	9%	2%	68%	30%
9/4-5, 2024	22%	49%	19%	8%	1%	71%	27%
8/20-21, 2024	23%	50%	19%	7%	2%	72%	26%
8/6-7, 2024	22%	54%	16%	6%	2%	76%	22%
6/25-26, 2024	24%	49%	19%	7%	1%	73%	26%
6/11-12, 2024	25%	48%	19%	6%	1%	73%	26%
4/16-17, 2024	24%	42%	20%	12%	2%	66%	32%
3/19-20, 2024	23%	47%	21%	9%	1%	70%	29%
3/5-6, 2024	22%	46%	21%	9%	3%	67%	30%
2/21-22, 2024	18%	52%	19%	10%	1%	70%	28%
2/6-7, 2024	20%	46%	19%	12%	3%	67%	31%
1/23-24, 2024	19%	47%	22%	10%	2%	66%	32%
12/5-6, 2023	20%	52%	17%	9%	3%	72%	25%
11/7-8, 2023	21%	47%	21%	9%	2%	68%	31%
10/24-25, 2023	17%	49%	20%	10%	3%	67%	30%
10/10-11, 2023	22%	47%	18%	10%	4%	68%	28%
9/26-27, 2023	21%	50%	19%	9%	2%	71%	27%
9/12-13, 2023	21%	48%	19%	9%	2%	70%	28%
8/29-30, 2023	20%	49%	20%	9%	2%	69%	29%
8/15-16, 2023	25%	43%	24%	7%	2%	68%	31%
8/1-2, 2023	20%	52%	17%	8%	3%	71%	25%
7/18-19, 2023	19%	45%	25%	10%	1%	64%	35%
6/21-22, 2023	20%	48%	20%	8%	3%	69%	28%
6/6-7, 2023	21%	52%	18%	7%	1%	73%	26%
5/23-24, 2023	21%	47%	19%	7%	5%	69%	26%
5/9-10, 2023	17%	48%	24%	9%	3%	65%	32%



## PUBLIC POLL FINDINGS AND METHODOLOGY

### 6. To what extent do you agree or disagree with the following statements about technology?

#### Total Agree Summary

	12/10-11, 2024	4/8-9, 2025
Technology companies should be responsible for censoring or removing content proven to be misleading or untrue	66%	71%
Having technology developed and manufactured in the U.S. should be a national security priority	68%	61%
Government should have a major role in oversight of AI	52%	52%
Electric vehicles are better for the environment than gas-powered vehicles	39%	45%
Pornography should continue to be protected under the 1st Amendment	38%	40%
AI will create new jobs and opportunities to make up for the jobs that are lost	27%	25%

#### a. AI will create new jobs and opportunities to make up for the jobs that are lost

	12/10-11, 2024	4/8-9, 2025
Strongly agree	7%	7%
Somewhat agree	20%	19%
Neither agree nor disagree	36%	35%
Somewhat disagree	21%	26%
Strongly disagree	16%	14%
<i>Agree (Net)</i>	<i>27%</i>	<i>25%</i>
<i>Disagree (Net)</i>	<i>37%</i>	<i>40%</i>

#### b. Government should have a major role in oversight of AI

	12/10-11, 2024	4/8-9, 2025
Strongly agree	21%	15%
Somewhat agree	31%	37%
Neither agree nor disagree	34%	30%
Somewhat disagree	8%	12%
Strongly disagree	6%	6%
<i>Agree (Net)</i>	<i>52%</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>14%</i>	<i>18%</i>

6. To what extent do you agree or disagree with the following statements about technology?  
(Continued)

- c. Technology companies should be responsible for censoring or removing content proven to be misleading or untrue

	12/10-11, 2024	4/8-9, 2025
Strongly agree	33%	37%
Somewhat agree	32%	34%
Neither agree nor disagree	23%	19%
Somewhat disagree	7%	4%
Strongly disagree	5%	6%
<i>Agree (Net)</i>	<i>66%</i>	<i>71%</i>
<i>Disagree (Net)</i>	<i>12%</i>	<i>10%</i>

- d. Pornography should continue to be protected under the 1st Amendment

	12/10-11, 2024	4/8-9, 2025
Strongly agree	18%	19%
Somewhat agree	20%	21%
Neither agree nor disagree	36%	32%
Somewhat disagree	9%	12%
Strongly disagree	17%	16%
<i>Agree (Net)</i>	<i>38%</i>	<i>40%</i>
<i>Disagree (Net)</i>	<i>26%</i>	<i>28%</i>

- e. Having technology developed and manufactured in the U.S. should be a national security priority

	12/10-11, 2024	4/8-9, 2025
Strongly agree	29%	25%
Somewhat agree	38%	36%
Neither agree nor disagree	25%	31%
Somewhat disagree	5%	6%
Strongly disagree	2%	2%
<i>Agree (Net)</i>	<i>68%</i>	<i>61%</i>
<i>Disagree (Net)</i>	<i>7%</i>	<i>8%</i>

- f. Electric vehicles are better for the environment than gas-powered vehicles

	12/10-11, 2024	4/8-9, 2025
Strongly agree	18%	17%
Somewhat agree	21%	29%
Neither agree nor disagree	33%	30%
Somewhat disagree	14%	15%
Strongly disagree	15%	10%
<i>Agree (Net)</i>	<i>39%</i>	<i>45%</i>
<i>Disagree (Net)</i>	<i>29%</i>	<i>25%</i>

7. How, if at all, has inflation made you change your investment plans?

	8/2-3, 2022	8/15-16, 2023	4/8-9, 2025
I do not make financial investments	32%	35%	27%
Changed your investments based on the belief the prices will rise in the future	16%	22%	25%
Changed your investments based on the belief prices will fall in the future	10%	7%	12%
No change	42%	36%	36%

8. How many streaming video services in total, including those that are free, do you or your household subscribe to or use regularly?

	4/11-12, 2023	9/26-27, 2023	4/16-17, 2024	4/8-9, 2025
None	17%	13%	11%	10%
1-2	30%	30%	30%	30%
3-5	43%	45%	44%	45%
6-9	9%	9%	12%	13%
10 or more	2%	3%	4%	3%

9. [Q8 ≠ None] When thinking about streaming services you use, how much do you agree or disagree with the following?

Total Agree Summary

	4/11-12, 2023 (N=900)		9/26-27, 2023 (N=952)	4/16-17, 2024 (N=936)	4/8-9, 2025 (N=980)
The prices I pay for streaming services have increased in the past year	69%		73%	74%	73%
There are too many streaming services	54%		62%	N/A	62%
It's easy to find the programming I'm looking for across the platforms I use	64%		64%	67%	61%
The amount of programming available to me has increased in the last year	62%		61%	60%	59%
The quality of programming available to me has improved in the past year	50%		49%	49%	46%
It's easy to find discounts or free trials of streaming services	N/A		N/A	N/A	42%
I often subscribe to a channel to watch a specific show and then cancel it	N/A		N/A	N/A	38%
Watching shows was easier when I only had cable	33%		36%	31%	34%



## PUBLIC POLL FINDINGS AND METHODOLOGY

It is hard for me to keep track of what streaming services I am subscribed to	25%		29%	N/A	32%
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9. When thinking about streaming services you use, how much do you agree or disagree with the following? *(Continued)*

a. The quality of programming available to me has improved in the past year

	<b>4/11-12, 2023</b>	<b>9/26-27, 2023</b>	<b>4/16-17, 2024</b>	<b>4/8-9, 2025</b>
Strongly agree	15%	15%	14%	12%
Somewhat agree	36%	34%	35%	34%
Neither agree nor disagree	34%	36%	34%	38%
Somewhat disagree	11%	12%	13%	13%
Strongly disagree	5%	3%	4%	3%
<i>Agree (Net)</i>	<i>50%</i>	<i>49%</i>	<i>49%</i>	<i>46%</i>
<i>Disagree (Net)</i>	<i>16%</i>	<i>15%</i>	<i>18%</i>	<i>16%</i>

b. The amount of programming available to me has increased in the last year

	<b>4/11-12, 2023</b>	<b>9/26-27, 2023</b>	<b>4/16-17, 2024</b>	<b>4/8-9, 2025</b>
Strongly agree	22%	18%	19%	18%
Somewhat agree	40%	43%	41%	41%
Neither agree nor disagree	29%	29%	29%	30%
Somewhat disagree	7%	8%	9%	8%
Strongly disagree	2%	2%	1%	2%
<i>Agree (Net)</i>	<i>62%</i>	<i>61%</i>	<i>60%</i>	<i>59%</i>
<i>Disagree (Net)</i>	<i>9%</i>	<i>10%</i>	<i>10%</i>	<i>10%</i>

c. The prices I pay for streaming services have increased in the past year

	<b>4/11-12, 2023</b>	<b>9/26-27, 2023</b>	<b>4/16-17, 2024</b>	<b>4/8-9, 2025</b>
Strongly agree	30%	32%	37%	33%
Somewhat agree	40%	41%	37%	40%
Neither agree nor disagree	18%	15%	18%	18%
Somewhat disagree	7%	6%	5%	6%
Strongly disagree	5%	5%	3%	3%
<i>Agree (Net)</i>	<i>69%</i>	<i>73%</i>	<i>74%</i>	<i>73%</i>
<i>Disagree (Net)</i>	<i>12%</i>	<i>12%</i>	<i>8%</i>	<i>9%</i>

d. It's easy to find the programming I'm looking for across the platforms I use

	<b>4/11-12, 2023</b>	<b>9/26-27, 2023</b>	<b>4/16-17, 2024</b>	<b>4/8-9, 2025</b>
Strongly agree	22%	19%	24%	18%
Somewhat agree	42%	45%	43%	43%
Neither agree nor disagree	23%	18%	18%	24%
Somewhat disagree	10%	13%	12%	12%
Strongly disagree	3%	4%	2%	3%
<i>Agree (Net)</i>	<i>64%</i>	<i>64%</i>	<i>67%</i>	<i>61%</i>
<i>Disagree (Net)</i>	<i>13%</i>	<i>18%</i>	<i>14%</i>	<i>15%</i>

9. When thinking about streaming services you use, how much do you agree or disagree with the following? *(Continued)*

e. There are too many streaming services

	<b>4/11-12, 2023</b>	<b>9/26-27, 2023</b>	<b>4/8-9, 2025</b>
Strongly agree	25%	26%	28%
Somewhat agree	30%	35%	34%
Neither agree nor disagree	23%	20%	25%
Somewhat disagree	11%	9%	8%
Strongly disagree	11%	9%	6%
<i>Agree (Net)</i>	54%	62%	62%
<i>Disagree (Net)</i>	23%	18%	14%

f. It is hard for me to keep track of what streaming services I am subscribed to

	<b>4/11-12, 2023</b>	<b>9/26-27, 2023</b>	<b>4/8-9, 2025</b>
Strongly agree	8%	9%	9%
Somewhat agree	18%	20%	23%
Neither agree nor disagree	20%	17%	22%
Somewhat disagree	25%	31%	22%
Strongly disagree	30%	23%	24%
<i>Agree (Net)</i>	25%	29%	32%
<i>Disagree (Net)</i>	55%	54%	46%

g. Watching shows was easier when I only had cable

	<b>4/11-12, 2023</b>	<b>9/26-27, 2023</b>	<b>4/8-9, 2025</b>
Strongly agree	11%	14%	12%
Somewhat agree	22%	23%	21%
Neither agree nor disagree	22%	23%	29%
Somewhat disagree	24%	24%	23%
Strongly disagree	22%	17%	14%
<i>Agree (Net)</i>	33%	36%	34%
<i>Disagree (Net)</i>	45%	40%	38%

h. I often subscribe to a channel to watch a specific show and then cancel it

	<b>4/8-9, 2025</b>
Strongly agree	10%
Somewhat agree	28%
Neither agree nor disagree	25%
Somewhat disagree	18%
Strongly disagree	20%
<i>Agree (Net)</i>	38%
<i>Disagree (Net)</i>	38%



## PUBLIC POLL FINDINGS AND METHODOLOGY

9. When thinking about streaming services you use, how much do you agree or disagree with the following? (*Continued*)

i. It's easy to find discounts or free trials of streaming services

	<b>4/8-9, 2025</b>
Strongly agree	11%
Somewhat agree	31%
Neither agree nor disagree	33%
Somewhat disagree	17%
Strongly disagree	9%
<i>Agree (Net)</i>	<i>42%</i>
<i>Disagree (Net)</i>	<i>25%</i>

10. How interested would you be, if at all, in a service that bundles multiple streaming platforms for one monthly or annual payment?

	<b>4/11-12, 2023</b>	<b>4/8-9, 2025</b>
Very interested	26%	30%
Somewhat interested	43%	47%
Not very interested	14%	13%
Not at all interested	17%	10%
<i>Interested (Net)</i>	<i>69%</i>	<i>77%</i>
<i>Not interested (Net)</i>	<i>31%</i>	<i>23%</i>



## 11. How familiar, if at all, are you with each of the following?

### Total Familiar Summary

	<b>4/8-9, 2025</b>
President Trump announcing new tariffs on almost all imports	85%
The editor of the Atlantic being mistakenly invited to a Signal chat where top secret war plans were discussed by the Secretary of Defense, the Vice President, and others	60%
Sen. Cory Booker giving the longest speech in U.S. Senate history	54%
Hockey player Alex Ovechkin breaking Wayne Gretzky's all-time scoring record	41%
2024 seeing the largest decrease in the honeybee population on record	37%

#### a. Sen. Cory Booker giving the longest speech in U.S. Senate history

	<b>4/8-9, 2025</b>
Very familiar	32%
Somewhat familiar	23%
Heard of it, but that's it	17%
Never heard of it	29%
<i>Familiar (Net)</i>	<i>54%</i>
<i>Not Familiar (Net)</i>	<i>46%</i>

#### b. 2024 seeing the largest decrease in the honeybee population on record

	<b>4/8-9, 2025</b>
Very familiar	10%
Somewhat familiar	27%
Heard of it, but that's it	24%
Never heard of it	39%
<i>Familiar (Net)</i>	<i>37%</i>
<i>Not Familiar (Net)</i>	<i>63%</i>

#### c. Hockey player Alex Ovechkin breaking Wayne Gretzky's all-time scoring record

	<b>4/8-9, 2025</b>
Very familiar	21%
Somewhat familiar	20%
Heard of it, but that's it	18%
Never heard of it	40%
<i>Familiar (Net)</i>	<i>41%</i>
<i>Not Familiar (Net)</i>	<i>59%</i>

## 11. How familiar, if at all, are you with each of the following? *(Continued)*

- d. The editor of the Atlantic being mistakenly invited to a Signal chat where top secret war plans were discussed by the Secretary of Defense, the Vice President, and others

	<b>4/8-9, 2025</b>
Very familiar	36%
Somewhat familiar	24%
Heard of it, but that's it	14%
Never heard of it	26%
<i>Familiar (Net)</i>	<i>60%</i>
<i>Not Familiar (Net)</i>	<i>40%</i>

- e. President Trump announcing new tariffs on almost all imports

	<b>4/8-9, 2025</b>
Very familiar	59%
Somewhat familiar	26%
Heard of it, but that's it	12%
Never heard of it	3%
<i>Familiar (Net)</i>	<i>85%</i>
<i>Not Familiar (Net)</i>	<i>15%</i>

## 12. As you may know, the following topics were in the news recently. Regardless of how familiar you may be with them, how much, if at all, do you care about them?

- a. Sen. Cory Booker giving the longest speech in U.S. Senate history

	<b>4/8-9, 2025</b>
I care a lot	19%
I care a little	28%
I don't care at all	44%
Don't know	9%

- b. 2024 seeing the largest decrease in the honeybee population on record

	<b>4/8-9, 2025</b>
I care a lot	44%
I care a little	32%
I don't care at all	13%
Don't know	11%



## PUBLIC POLL FINDINGS AND METHODOLOGY

12. As you may know, the following topics were in the news recently. Regardless of how familiar you may be with them, how much, if at all, do you care about them? *(Continued)*

c. Hockey player Alex Ovechkin breaking Wayne Gretzky's all-time scoring record

	<b>4/8-9, 2025</b>
I care a lot	8%
I care a little	26%
I don't care at all	54%
Don't know	12%

d. The editor of the Atlantic being mistakenly invited to a Signal chat where top secret war plans were discussed by the Secretary of Defense, the Vice President, and others

	<b>4/8-9, 2025</b>
I care a lot	41%
I care a little	27%
I don't care at all	20%
Don't know	12%

e. President Trump announcing new tariffs on almost all imports

	<b>4/8-9, 2025</b>
I care a lot	65%
I care a little	22%
I don't care at all	7%
Don't know	5%



## 13. To what extent do you agree or disagree with the following statements?

### Total Agree Summary

	<b>12/10-11, 2024</b>	<b>4/8-9, 2025</b>
The U.S. armed forces should not be deployed against people in the U.S.	58%	56%
If a corporation takes a stand on an issue, they should stick by their decision, even if it makes some consumers angry	52%	56%
In the past year, I have had good customer experiences with federal services like the post office, passport renewals, the IRS, etc.	48%	45%
I am more likely to purchase something from a company that has taken a public stand against racism	40%	47%
The government should penalize companies whose political or social stances it doesn't agree with	13%	12%

- a. I am more likely to purchase something from a company that has taken a public stand against racism

	<b>12/10-11, 2024</b>	<b>4/8-9, 2025</b>
Strongly agree	18%	24%
Somewhat agree	22%	24%
Neither agree nor disagree	41%	37%
Somewhat disagree	7%	8%
Strongly disagree	12%	8%
<i>Agree (Net)</i>	<i>40%</i>	<i>47%</i>
<i>Disagree (Net)</i>	<i>19%</i>	<i>16%</i>

- b. If a corporation takes a stand on an issue, they should stick by their decision, even if it makes some consumers angry

	<b>12/10-11, 2024</b>	<b>4/8-9, 2025</b>
Strongly agree	17%	19%
Somewhat agree	35%	37%
Neither agree nor disagree	39%	34%
Somewhat disagree	6%	7%
Strongly disagree	4%	3%
<i>Agree (Net)</i>	<i>52%</i>	<i>56%</i>
<i>Disagree (Net)</i>	<i>10%</i>	<i>11%</i>

## 13. To what extent do you agree or disagree with the following statements? (Continued)

- c. In the past year, I have had good customer experiences with federal services like the post office, passport renewals, the IRS, etc.

	<b>12/10-11, 2024</b>	<b>4/8-9, 2025</b>
Strongly agree	15%	17%
Somewhat agree	33%	29%
Neither agree nor disagree	40%	36%
Somewhat disagree	8%	12%
Strongly disagree	5%	7%
<i>Agree (Net)</i>	<i>48%</i>	<i>45%</i>
<i>Disagree (Net)</i>	<i>13%</i>	<i>18%</i>

- d. The government should penalize companies whose political or social stances it doesn't agree with

	<b>12/10-11, 2024</b>	<b>4/8-9, 2025</b>
Strongly agree	5%	5%
Somewhat agree	8%	7%
Neither agree nor disagree	28%	27%
Somewhat disagree	19%	17%
Strongly disagree	40%	44%
<i>Agree (Net)</i>	<i>13%</i>	<i>12%</i>
<i>Disagree (Net)</i>	<i>59%</i>	<i>61%</i>

- e. The U.S. armed forces should not be deployed against people in the U.S.

	<b>12/10-11, 2024</b>	<b>4/8-9, 2025</b>
Strongly agree	35%	35%
Somewhat agree	22%	21%
Neither agree nor disagree	32%	30%
Somewhat disagree	8%	9%
Strongly disagree	3%	4%
<i>Agree (Net)</i>	<i>58%</i>	<i>56%</i>
<i>Disagree (Net)</i>	<i>11%</i>	<i>13%</i>

## 14. If someone described you as woke, would you consider it...

	<b>8/15-16, 2023</b>	<b>4/8-9, 2025</b>
An insult	39%	36%
A compliment	37%	39%
I don't know what it means	25%	26%





## PUBLIC POLL FINDINGS AND METHODOLOGY

15. Thinking again about what it means to be woke, which of the following comes closest to your view, even if neither is exactly right?

	<b>8/15-16, 2023</b>	<b>4/8-9, 2025</b>
To be informed, educated on, and aware of social injustices	63%	65%
To be overly politically correct and police others' words	37%	35%





## PUBLIC POLL FINDINGS AND METHODOLOGY

### About the Study

These are some of the findings of the one hundred and fifteenth wave of an Ipsos poll conducted between April 8-9, 2025. For this survey, a sample of 1,090 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

- The first wave was conducted between April 10-13, 2020, among 1,114 U.S. adults
- The second was conducted April 17-20, 2020, among 1,111 U.S. adults
- The third was conducted April 27-28, 2020, among 1,112 U.S. adults
- The fourth was conducted May 4-5, 2020, among 1,114 U.S. adults
- The fifth wave was conducted May 14-15, 2020, among 1,114 U.S. adults
- The sixth wave was conducted May 28-29, 2020, among 1,113 U.S. adults
- The seventh wave was conducted June 8-9, 2020, among 1,113 U.S. adults
- The eighth wave was conducted June 23-24, 2020, among 1,113 U.S. adults
- The ninth wave was conducted July 21-22, 2020, among 1,115 U.S. adults
- The tenth wave was conducted August 4-5, 2020, among 1,111 U.S. adults
- The eleventh wave was conducted August 18-10, 2020, among 1,115 U.S. adults
- The twelfth wave was conducted September 1-2, 2020, among 1,113 U.S. adults
- The thirteenth wave was conducted September 15-16, 2020, among 1,113 U.S. adults
- The fourteenth wave was conducted September 29-30, 2020, among 1,115 U.S. adults
- The fifteenth wave was conducted October 13-14, 2020, among 1,114 U.S. adults
- The sixteenth wave was conducted October 27-28, 2020, among 1,115 U.S. adults
- The seventeenth wave was conducted November 10-12, 2020, among 1,113 adults
- The eighteenth wave was conducted November 24-25, 2020, among 1,114 adults
- The nineteenth wave was conducted December 9-10, 2020, among 1,112 adults
- The twentieth wave was conducted January 20-21, 2021, among 1,115 adults
- The twenty-first wave was conducted February 2-3, 2021, among 1,115 adults
- The twenty-second wave was conducted February 17-18, 2021, among 1,115 adults
- The twenty-third wave was conducted March 2-3, 2021, among 1,115 adults.
- The twenty-fourth wave was conducted March 15-16, 2021, among 1,115 adults.
- The twenty-fifth wave was conducted March 30-31, 2021, among 1,115 adults.
- The twenty-sixth wave was conducted April 13-14, 2021, among 1,115 adults.
- The twenty-seventh wave was conducted April 27-28, 2021, among 1,115 adults.
- The twenty-eighth wave was conducted May 11-12, 2021, among 1,167 adults.
- The twenty-ninth wave was conducted May 25-26, 2021, among 1,178 adults.
- The thirtieth wave was conducted June 8-9, 2021, among 1,177 adults.
- The thirty-first wave was conducted June 22-23, 2021, among 1,176 adults.
- The thirty-second wave was conducted July 6-7, 2021, among 1,179 adults.
- The thirty-third wave was conducted July 20-21, 2021, among 1,137 adults.
- The thirty-fourth wave was conducted August 3-4, 2021, among 1,174 adults.
- The thirty-fifth wave was conducted August 18-19, 2021, among 1,177 adults.
- The thirty-sixth wave was conducted August 31-September 1, 2021, among 1,166 adults.
- The thirty-seventh wave was conducted September 14-15, 2021, among 1,177 adults.
- The thirty-eighth wave was conducted September 28-29, 2021, among 1,173 adults.
- The thirty-ninth wave was conducted October 12-13, 2021, among 1,174 adults.
- The fortieth wave was conducted October 26-27, 2021, among 1,160 adults.
- The forty-first wave was conducted November 9-10, 2021, among 1,160 adults





## PUBLIC POLL FINDINGS AND METHODOLOGY

- The forty-second wave was conducted November 22-23, 2021, among 1,162 adults
- The forty-third wave was conducted December 7-8, 2021, among 1,160 adults
- The forty-fourth wave was conducted January 4-5, 2022, among 1,158 adults
- The forty-fifth wave was conducted January 18-19, 2022, among 1,158 adults
- The forty-sixth wave was conducted February 2-3, 2022, among 2,010 adults
- The forty-seventh wave was conducted February 15-16, 2022, among 1,156 adults
- The forty-eighth wave was conducted March 1-2, 2022, among 1,154 adults
- The forty-ninth wave was conducted March 15-16, 2022, among 1,154 adults
- The fiftieth wave was conducted March 29-30, 2022, among 1,152 adults
- The fifty-first wave was conducted April 12-13, 2022, among 1,165 adults
- The fifty-second wave was conducted April 26-27, 2022, among 1,136 adults
- The fifty-third wave was conducted May 10-11, 2022, among 1,120 adults
- The fifty-fourth wave was conducted May 24-25, 2022, among 1,120 adults
- The fifty-fifth wave was conducted June 7-8, 2022, among 1,117 adults
- The fifty-sixth wave was conducted June 22-23, 2022, among 1,117 adults
- The fifty-seventh wave was conducted July 19-20, 2022, among 1,120 adults
- The fifty-eighth wave was conducted August 2-3, 2022, among 1,119 adults
- The fifty-ninth wave was conducted August 16-17, 2022, among 1,120 adults
- The sixtieth wave was conducted August 30-31, 2022, among 1,110 adults
- The sixty-first wave was conducted September 13-14, 2022, among 1,118 adults
- The sixty-second wave was conducted September 27-28, 2022, among 1,120 adults
- The sixty-third wave was conducted October 11-12, 2022, among 1,120 adults
- The sixty-fourth wave was conducted October 25-26, 2022, among 1,120 adults
- The sixty-fifth wave was conducted November 11-12, 2022, among 1,115 adults
- The sixty-sixth wave was conducted December 7-8, 2022, among 1,118 adults
- The sixty-seventh wave was conducted January 18-19, 2023, among 1,119 adults
- The sixty-eighth wave was conducted January 31-February 1, 2023, among 1,118 adults
- The sixty-ninth wave was conducted February 14-15, 2023, among 1,109 adults
- The seventieth wave was conducted February 28- March 1, 2023 among 1,105 adults
- The seventy-first wave was conducted March 14-15, 2023 among 1,119 adults
- The seventy-second wave was conducted March 28-29, 2023, among 1,120 adults
- The seventy-third wave was conducted April 11-12, 2023, among 1,120 adults
- The seventy-fourth wave was conducted April 25-26, 2023, among 1,120 adults
- The seventy-fifth wave was conducted May 9-10, 2023, among 1,117 adults
- The seventy-sixth wave was conducted May 23-24, 2023, among 1,116 adults
- The seventy-seventh wave was conducted June 6-7, 2023 among 1,108 adults
- The seventy-eighth wave was conducted June 21-22, 2023 among 1,109 adults
- The seventy-ninth wave was conducted July 18-19, 2023 among 1,109 adults
- The eightieth wave was conducted August 1-2, 2023 among 1,118 adults
- The eighty-first wave was conducted August 15-16, 2023 among 1,115 adults
- The eighty-second wave was conducted August 29-30, 2023 among 1,103 adults
- The eighty-third wave was conducted September 12-13, 2023 among 1,116 adults
- The eighty-fourth wave was conducted September 26-27, 2023 among 1,116 adults





## PUBLIC POLL FINDINGS AND METHODOLOGY

- The eighty-fifth wave was conducted October 10-11, 2023 among 1,119 adults
- The eighty-sixth wave was conducted October 24-25, 2023 among 1,118 adults
- The eighty-seventh wave was conducted November 7-8, 2023 among 1,120 adults
- The eighty-eighth wave was conducted December 5-6, 2023 among 1,120 adults
- The eighty-eighth and a half wave was conducted January 9-10, 2024 among 1,119 adults
- The eighty-ninth wave was conducted January 23-24, 2024 among 1,118 adults
- The ninetieth wave was conducted February 6-7, 2024 among 1,120 adults
- The ninety-first wave was conducted February 21-22, 2024 among 1,119 adults
- The ninety-second wave was conducted March 5-6, 2024 among 1,084 adults
- The ninety-third wave was conducted March 19-20, 2024 among 1,120 adults
- The ninety-third and a half wave was conducted April 2-3, 2024 among 1,082 adults
- The ninety-fourth wave was conducted April 16-17, 2024 among 1,081 adults
- The ninety-fifth wave was conducted April 30-May 1, 2024 among 1,081 adults
- The ninety-sixth wave was conducted May 14-15, 2024 among 1,081 adults
- The ninety-sixth and a half wave was conducted May 30-31, 2024 among 1,086 adults
- The ninety-seventh wave was conducted June 11-12, 2024 among 1,085 adults
- The ninety-eighth wave was conducted June 25-26, 2024 among 1,085 adults
- The ninety-ninth wave was conducted July 23-24, 2024 among 1,081 adults
- The one hundredth wave was conducted August 6-7, 2024 among 1,085 adults
- The one hundred and first wave was conducted August 20-21, 2024 among 1,083 adults
- The one hundred and second wave was conducted September 4-5, 2024 among 1,081 adults
- The one hundred and third wave was conducted September 17-18, 2024 among 1,084 adults
- The one hundred and fourth wave was conducted October 1-2, 2024 among 1,085 adults
- The one hundred and fifth wave was conducted October 15-16, 2024 among 1,085 adults
- The one hundred and sixth wave was conducted October 29-30, 2024 among 1,085 adults
- The one hundred and seventh wave was conducted November 13-14, 2024 among 1,095 adults
- The one hundred and eighth wave was conducted December 10-11, 2024 among 1,085 adults
- The one hundred and ninth wave was conducted January 14-15, 2025 among 1,085 adults
- The one hundred and tenth wave was conducted January 28-29, 2025 among 1,080 adults
- The one hundred and eleventh wave was conducted February 11-12, 2025 among 1,082 adults
- The one hundred and twelfth wave was conducted February 25-26, 2025 among 1,083 adults
- The one hundred and thirteenth wave was conducted March 11-12, 2025 among 1,077 adults
- The one hundred and fourteenth wave was conducted March 25-26, 2025 among 1,085 adults
- The one hundred and fifteenth wave was conducted April 8-9, 2025 among 1,090 adults





## PUBLIC POLL FINDINGS AND METHODOLOGY

The sample for this study was randomly drawn from [Ipsos' online panel](#), partner online panel sources, and ["river" sampling](#) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2022 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.6 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,090, DEFF=1.5, adjusted Confidence Interval=+/- 5.1 percentage points).

- The forty-sixth wave of this study has a credibility interval of plus or minus 2.5 percentage points.
- The first, fourth, fifth, sixth, seventh, eighth, ninth, eleventh, twelfth, thirteenth, fourteenth, fifteenth, sixteenth, seventeenth, eighteenth, twentieth, twenty-first, twenty-second, twenty-third, twenty-fourth, twenty-fifth, twenty-sixth, twenty-seventh, twenty-eighth, twenty-ninth, thirtieth, thirty-first, thirty-second, thirty-third, thirty-fourth, thirty-fifth, thirty-sixth, thirty-seventh, thirty-eighth, thirty-ninth, fortieth, forty-first, forty second, forty-third, forty-fourth, and forty-fifth waves of this study have a credibility interval of plus or minus 3.3 percentage points for all respondents.
- The second, third, tenth, and nineteenth waves of this study have a credibility interval of plus or minus 3.4 percentage points for all respondents.
- The forty-seventh, forty-eighth, forty-ninth, fiftieth, and fifty-first waves of this study have a credibility interval of plus or minus 3.5 percentage points.
- The fifty-second, fifty-third, fifty-fourth, fifty-fifth, fifty-sixth, fifty-seventh, fifty-eighth, fifty-ninth, sixtieth, sixty-first, sixty-second, sixty-third, sixty-fourth, sixty-fifth, sixty-sixth, sixty-seventh, sixty-eighth, sixty-ninth, seventieth, seventy-first, seventy-second, seventy-third, seventy-fourth, seventy-fifth, seventy-sixth, seventy-seventh, seventy-eighth, seventy-ninth, eightieth, eighty-first, eighty-second, eighty-third, eighty-fourth, eighty-fifth, eighty-sixth, eighty-seventh, eighty-eighth, eighty-ninth, ninety-first, ninety-second, ninety-third, ninety-fourth, ninety-fifth, ninety-sixth, ninety-seventh, ninety-eighth, ninety-ninth, one hundredth, one hundred and first, one hundred and second, one hundred and third, one hundred and fourth, one hundred and fifth, one hundred and sixth, one hundred and seventh, one hundred and eighth, one hundred and ninth, one hundred and tenth, one hundred and eleventh, one hundred and twelfth, one hundred and thirteenth, one hundred and fourteenth, and one hundred and fifteenth waves of this study have a credibility interval of 3.6 percentage points.

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**GAME CHANGERS**





## PUBLIC POLL FINDINGS AND METHODOLOGY

### 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.

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