



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior

Washington, DC, April 25, 2025

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

	2/11-12, 2025 (N=1,082)	2/25-26, 2025 (N=1,083)	3/25-26, 2025 (N=1,085)	4/8-9, 2025 (N=1,090)	4/23-24, 2025 (N=1,085)
Very high threat	11%	15%	12%	13%	11%
High threat	15%	17%	17%	16%	17%
Moderate threat	30%	28%	31%	37%	29%
Low threat	21%	17%	19%	18%	20%
Very low threat	14%	15%	12%	7%	13%
Don't know	8%	8%	9%	9%	10%
<i>High Threat (Net)</i>	<i>26%</i>	<i>32%</i>	<i>29%</i>	<i>30%</i>	<i>28%</i>
<i>Low Threat (Net)</i>	<i>35%</i>	<i>32%</i>	<i>31%</i>	<i>25%</i>	<i>34%</i>

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

	2/11-12, 2025	2/25-26, 2025	3/25-26, 2025	4/8-9, 2025	4/23-24, 2025
I'm stuck about what to do next	12%	10%	7%	9%	11%
I have a lot of uncertainty	36%	42%	48%	46%	40%
I have some uncertainty	37%	34%	33%	33%	32%
I have no uncertainty	15%	13%	12%	12%	17%

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.

	2/11-12, 2025	2/25-26, 2025	3/25-26, 2025	4/8-9, 2025	4/23-24, 2025
5 – Very satisfied	10%	10%	9%	9%	10%
4	12%	15%	14%	13%	12%
3	33%	28%	30%	30%	32%
2	16%	16%	12%	12%	15%
1 – Very unsatisfied	29%	31%	35%	35%	31%
<i>Satisfied (Net)</i>	<i>22%</i>	<i>26%</i>	<i>23%</i>	<i>22%</i>	<i>22%</i>
<i>Unsatisfied (Net)</i>	<i>45%</i>	<i>46%</i>	<i>47%</i>	<i>47%</i>	<i>47%</i>



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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
4/23-24, 2025 (N=628)	60%	20%	20%
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%





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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. In the past three months, has your household spending on the following items increased, decreased, or stayed the same?

Total Increased Summary table

	11/9-10, 2022	2/14-15, 2023	4/23-24, 2025
Groceries you buy at a store	31%	36%	35%
Gas for a car	37%	33%	24%
Paying back outstanding debt	16%	15%	16%
Eating at restaurants out of home	15%	15%	16%
Home improvements	14%	14%	16%
Optional or discretionary products, meaning things you don't need, but want	11%	13%	13%
Home delivery from grocery stores	13%	12%	13%
Home delivery from restaurants	13%	12%	10%
Contributing to 401Ks, investments or other savings accounts	12%	9%	10%
Donations to charity	8%	6%	8%

- a. Optional or discretionary products, meaning things you don't need, but want

	11/9-10, 2022	2/14-15, 2023	4/23-24, 2025
Increased	11%	13%	13%
Decreased	35%	36%	32%
Stayed the same	44%	44%	46%
Not applicable	10%	8%	9%

- b. Eating at restaurants out of home

	11/9-10, 2022	2/14-15, 2023	4/23-24, 2025
Increased	15%	15%	16%
Decreased	33%	36%	32%
Stayed the same	42%	44%	43%
Not applicable	10%	9%	9%

- c. Donations to charity

	11/9-10, 2022	2/14-15, 2023	4/23-24, 2025
Increased	8%	6%	8%
Decreased	22%	22%	20%
Stayed the same	43%	45%	47%
Not applicable	27%	27%	24%

- d. Home delivery from restaurants

	11/9-10, 2022	2/14-15, 2023	4/23-24, 2025
Increased	13%	12%	10%
Decreased	20%	22%	22%
Stayed the same	29%	24%	26%
Not applicable	38%	42%	42%

5. In the past three months, has your household spending on the following items increased, decreased, or stayed the same? *(Continued)*

e. Home delivery from grocery stores

	11/9-10, 2022	2/14-15, 2023	4/23-24, 2025
Increased	13%	12%	13%
Decreased	13%	15%	12%
Stayed the same	26%	22%	28%
Not applicable	47%	51%	48%

f. Home improvements

	11/9-10, 2022	2/14-15, 2023	4/23-24, 2025
Increased	14%	14%	16%
Decreased	21%	24%	20%
Stayed the same	40%	37%	47%
Not applicable	26%	25%	17%

g. Groceries you buy at a store

	11/9-10, 2022	2/14-15, 2023	4/23-24, 2025
Increased	31%	36%	35%
Decreased	18%	23%	16%
Stayed the same	48%	39%	47%
Not applicable	3%	3%	2%

h. Gas for a car

	11/9-10, 2022	2/14-15, 2023	4/23-24, 2025
Increased	37%	33%	24%
Decreased	18%	17%	16%
Stayed the same	37%	40%	52%
Not applicable	8%	10%	8%

i. Paying back outstanding debt

	11/9-10, 2022	2/14-15, 2023	4/23-24, 2025
Increased	16%	15%	16%
Decreased	14%	18%	10%
Stayed the same	40%	41%	43%
Not applicable	30%	26%	31%

j. Contributing to 401Ks, investments or other savings accounts

	11/9-10, 2022	2/14-15, 2023	4/23-24, 2025
Increased	12%	9%	10%
Decreased	15%	17%	12%
Stayed the same	36%	40%	49%
Not applicable	37%	34%	29%



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6. When you think of the following goods you might buy or own, which of the following applies:

a. Car

	4/23-24, 2025
I have this and need it	76%
I have this but could live without it	6%
I want this	12%
I don't want this	6%

b. 2nd Car

	4/23-24, 2025
I have this and need it	29%
I have this but could live without it	17%
I want this	15%
I don't want this	39%

c. Air purifier

	4/23-24, 2025
I have this and need it	22%
I have this but could live without it	18%
I want this	27%
I don't want this	33%

d. Credit card

	4/23-24, 2025
I have this and need it	56%
I have this but could live without it	20%
I want this	9%
I don't want this	15%

e. Debit card

	4/23-24, 2025
I have this and need it	64%
I have this but could live without it	16%
I want this	7%
I don't want this	13%



6. When you think of the following goods you might buy or own, which of the following applies:
(Continued)

f. Gym membership

	4/23-24, 2025
I have this and need it	17%
I have this but could live without it	12%
I want this	15%
I don't want this	55%

g. Home coffee maker

	4/23-24, 2025
I have this and need it	53%
I have this but could live without it	21%
I want this	8%
I don't want this	17%

h. Home gym

	4/23-24, 2025
I have this and need it	11%
I have this but could live without it	12%
I want this	22%
I don't want this	55%

i. Humidifier

	4/23-24, 2025
I have this and need it	22%
I have this but could live without it	22%
I want this	17%
I don't want this	38%

j. Cable/Satellite TV

	4/23-24, 2025
I have this and need it	31%
I have this but could live without it	19%
I want this	10%
I don't want this	40%



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6. When you think of the following goods you might buy or own, which of the following applies:
(Continued)

k. Iron

	4/23-24, 2025
I have this and need it	34%
I have this but could live without it	33%
I want this	9%
I don't want this	24%

l. Microwave

	4/23-24, 2025
I have this and need it	70%
I have this but could live without it	19%
I want this	7%
I don't want this	4%

m. Mixer (like KitchenAid)

	4/23-24, 2025
I have this and need it	28%
I have this but could live without it	29%
I want this	15%
I don't want this	27%

n. Pet(s)

	4/23-24, 2025
I have this and need it	46%
I have this but could live without it	13%
I want this	13%
I don't want this	28%

o. Sewing machine

	4/23-24, 2025
I have this and need it	10%
I have this but could live without it	23%
I want this	14%
I don't want this	53%





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6. When you think of the following goods you might buy or own, which of the following applies:
(Continued)

p. Toaster

	4/23-24, 2025
I have this and need it	51%
I have this but could live without it	26%
I want this	9%
I don't want this	14%

q. Any smart phone

	4/23-24, 2025
I have this and need it	76%
I have this but could live without it	11%
I want this	8%
I don't want this	5%

r. Broadband Internet at home

	4/23-24, 2025
I have this and need it	72%
I have this but could live without it	10%
I want this	9%
I don't want this	9%

s. Home computer/laptop

	4/23-24, 2025
I have this and need it	65%
I have this but could live without it	17%
I want this	13%
I don't want this	5%

t. Gaming console

	4/23-24, 2025
I have this and need it	18%
I have this but could live without it	23%
I want this	8%
I don't want this	51%



7. How often do you purchase the following goods?

Total Often/Sometimes Summary

	4/23-24, 2025
Paper products (i.e., paper towels, toilet paper, etc.)	94%
Dairy products	91%
Detergents and cleaners	91%
Snacks	90%
Over-the-counter-medications	77%
Clothing and apparel	73%
Meals from restaurants (either dine-in or carry-out/delivery)	72%
[ASKED IF AGE 21+] Alcoholic beverages	52%
Books	45%
Small electronics (games, small appliances, etc.)	40%
Larger electronics (computers, TVs, gaming systems, phones)	34%
Jewelry	21%

a. Snacks

	4/23-24, 2025
Often	53%
Sometimes	37%
Rarely	9%
Never	1%
<i>Often/Sometimes (Net)</i>	90%
<i>Rarely/Never (Net)</i>	10%

b. Dairy products

	4/23-24, 2025
Often	57%
Sometimes	34%
Rarely	7%
Never	2%
<i>Often/Sometimes (Net)</i>	91%
<i>Rarely/Never (Net)</i>	9%

c. Detergents and cleaners

	4/23-24, 2025
Often	49%
Sometimes	42%
Rarely	8%
Never	1%
<i>Often/Sometimes (Net)</i>	91%
<i>Rarely/Never (Net)</i>	9%

7. How often do you purchase the following goods? (Continued)

d. Paper products (i.e., paper towels, toilet paper, etc.)

	4/23-24, 2025
Often	59%
Sometimes	35%
Rarely	5%
Never	1%
<i>Often/Sometimes (Net)</i>	94%
<i>Rarely/Never (Net)</i>	6%

e. Small electronics (games, small appliances, etc.)

	4/23-24, 2025
Often	8%
Sometimes	31%
Rarely	50%
Never	11%
<i>Often/Sometimes (Net)</i>	40%
<i>Rarely/Never (Net)</i>	60%

f. Books

	4/23-24, 2025
Often	12%
Sometimes	33%
Rarely	38%
Never	17%
<i>Often/Sometimes (Net)</i>	45%
<i>Rarely/Never (Net)</i>	55%

g. Meals from restaurants (either dine-in or carry-out/delivery)

	4/23-24, 2025
Often	25%
Sometimes	47%
Rarely	23%
Never	5%
<i>Often/Sometimes (Net)</i>	72%
<i>Rarely/Never (Net)</i>	28%

7. How often do you purchase the following goods? (Continued)

h. Jewelry

	4/23-24, 2025
Often	3%
Sometimes	19%
Rarely	53%
Never	26%
<i>Often/Sometimes (Net)</i>	21%
<i>Rarely/Never (Net)</i>	79%

i. Clothing and apparel

	4/23-24, 2025
Often	21%
Sometimes	52%
Rarely	25%
Never	2%
<i>Often/Sometimes (Net)</i>	73%
<i>Rarely/Never (Net)</i>	27%

j. Larger electronics (computers, TVs, gaming systems, phones)

	4/23-24, 2025
Often	6%
Sometimes	28%
Rarely	60%
Never	6%
<i>Often/Sometimes (Net)</i>	34%
<i>Rarely/Never (Net)</i>	66%

k. Over-the-counter-medications

	4/23-24, 2025
Often	23%
Sometimes	53%
Rarely	20%
Never	3%
<i>Often/Sometimes (Net)</i>	77%
<i>Rarely/Never (Net)</i>	23%

7. How often do you purchase the following goods? *(Continued)*

I. [ASKED IF AGE 21+] Alcoholic beverages

	4/23-24, 2025 (N=1,046)
Often	22%
Sometimes	31%
Rarely	21%
Never	26%
<i>Often/Sometimes (Net)</i>	52%
<i>Rarely/Never (Net)</i>	48%

8. [ASKED IF Q8 ≠ “NEVER” FOR EACH ITEM] When thinking about the potential for tariffs on a range of U.S. trading partners, if prices rise at least 10% on the following items, what impact might they have on your shopping?

Total Would have to cut back on or not buy this Summary

	4/23-24, 2025
Meals from restaurants (either dine-in or carry-out/delivery)	52%
Clothing and apparel	44%
Larger electronics (computers, TVs, gaming systems, phones)	41%
Snacks	37%
Small electronics (games, small appliances, etc.)	36%
Books	34%
[ASKED IF AGE 21+] Alcoholic beverages	33%
Jewelry	30%
Dairy products	22%
Over-the-counter-medications	19%
Detergents and cleaners	17%
Paper products (i.e., paper towels, toilet paper, etc.)	17%

a. Snacks

	4/23-24, 2025 (N=1,071)
I would have to cut back on or not buy this	37%
It wouldn't affect my purchases	49%
I would purchase more of this now to stock up	12%
I am not in the market for this	3%

8. When thinking about the potential for tariffs on a range of U.S. trading partners, if prices rise at least 10% on the following items, what impact might they have on your shopping?
(Continued)

b. Dairy products

	4/23-24, 2025 (N=1,060)
I would have to cut back on or not buy this	22%
It wouldn't affect my purchases	65%
I would purchase more of this now to stock up	9%
I am not in the market for this	4%

c. Detergents and cleaners

	4/23-24, 2025 (N=1,067)
I would have to cut back on or not buy this	17%
It wouldn't affect my purchases	63%
I would purchase more of this now to stock up	18%
I am not in the market for this	2%

d. Paper products (i.e., paper towels, toilet paper, etc.)

	4/23-24, 2025 (N=1,073)
I would have to cut back on or not buy this	17%
It wouldn't affect my purchases	62%
I would purchase more of this now to stock up	20%
I am not in the market for this	1%

e. Small electronics (games, small appliances, etc.)

	4/23-24, 2025 (N=960)
I would have to cut back on or not buy this	36%
It wouldn't affect my purchases	33%
I would purchase more of this now to stock up	4%
I am not in the market for this	26%

f. Books

	4/23-24, 2025 (N=875)
I would have to cut back on or not buy this	34%
It wouldn't affect my purchases	44%
I would purchase more of this now to stock up	4%
I am not in the market for this	18%

8. When thinking about the potential for tariffs on a range of U.S. trading partners, if prices rise at least 10% on the following items, what impact might they have on your shopping?
(Continued)

g. Meals from restaurants (either dine-in or carry-out/delivery)

	4/23-24, 2025 (N=1,027)
I would have to cut back on or not buy this	52%
It wouldn't affect my purchases	37%
I would purchase more of this now to stock up	4%
I am not in the market for this	7%

h. Jewelry

	4/23-24, 2025 (N=780)
I would have to cut back on or not buy this	30%
It wouldn't affect my purchases	30%
I would purchase more of this now to stock up	5%
I am not in the market for this	35%

i. Clothing and apparel

	4/23-24, 2025 (N=1,068)
I would have to cut back on or not buy this	44%
It wouldn't affect my purchases	39%
I would purchase more of this now to stock up	8%
I am not in the market for this	9%

j. Larger electronics (computers, TVs, gaming systems, phones)

	4/23-24, 2025 (N=994)
I would have to cut back on or not buy this	41%
It wouldn't affect my purchases	26%
I would purchase more of this now to stock up	5%
I am not in the market for this	28%

k. Over-the-counter-medications

	4/23-24, 2025 (N=1,040)
I would have to cut back on or not buy this	19%
It wouldn't affect my purchases	64%
I would purchase more of this now to stock up	11%
I am not in the market for this	5%

8. When thinking about the potential for tariffs on a range of U.S. trading partners, if prices rise at least 10% on the following items, what impact might they have on your shopping?
(Continued)

I. **[ASKED IF AGE 21+]** Alcoholic beverages

	4/23-24, 2025 (N=747)
I would have to cut back on or not buy this	33%
It wouldn't affect my purchases	45%
I would purchase more of this now to stock up	9%
I am not in the market for this	13%

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

Total Familiar Summary

	4/23-24, 2025
Pope Francis passing away at the age of 88	81%
Tariffs causing global turmoil in the stock markets	73%
Blue Origin launching an all-female crew, including pop star Katy Perry, into space	59%
The Pennsylvania Governor's mansion being deliberately set on fire	47%
A genetic project to bring Dire Wolves "back from extinction"	42%
Sec. of Education Linda McMahon repeatedly referring to artificial intelligence as A1, not AI, in a speech	24%

a. Tariffs causing global turmoil in the stock markets

	4/23-24, 2025
Very familiar	44%
Somewhat familiar	28%
Heard of it, but that's it	19%
Never heard of it	9%
<i>Familiar (Net)</i>	73%
<i>Not Familiar (Net)</i>	27%

b. A genetic project to bring Dire Wolves "back from extinction"

	4/23-24, 2025
Very familiar	17%
Somewhat familiar	25%
Heard of it, but that's it	25%
Never heard of it	33%
<i>Familiar (Net)</i>	42%
<i>Not Familiar (Net)</i>	58%

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

- c. Sec. of Education Linda McMahon repeatedly referring to artificial intelligence as A1, not AI, in a speech

	4/23-24, 2025
Very familiar	12%
Somewhat familiar	12%
Heard of it, but that's it	16%
Never heard of it	60%
<i>Familiar (Net)</i>	<i>24%</i>
<i>Not Familiar (Net)</i>	<i>76%</i>

- d. The Pennsylvania Governor's mansion being deliberately set on fire

	4/23-24, 2025
Very familiar	24%
Somewhat familiar	23%
Heard of it, but that's it	16%
Never heard of it	37%
<i>Familiar (Net)</i>	<i>47%</i>
<i>Not Familiar (Net)</i>	<i>53%</i>

- e. Blue Origin launching an all-female crew, including pop star Katy Perry, into space

	4/23-24, 2025
Very familiar	30%
Somewhat familiar	29%
Heard of it, but that's it	23%
Never heard of it	18%
<i>Familiar (Net)</i>	<i>59%</i>
<i>Not Familiar (Net)</i>	<i>41%</i>

- f. Pope Francis passing away at the age of 88

	4/23-24, 2025
Very familiar	54%
Somewhat familiar	27%
Heard of it, but that's it	16%
Never heard of it	3%
<i>Familiar (Net)</i>	<i>81%</i>
<i>Not Familiar (Net)</i>	<i>19%</i>

10. 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. Tariffs causing global turmoil in the stock markets

	4/23-24, 2025
I care a lot	54%
I care a little	28%
I don't care at all	11%
Don't know	7%

b. A genetic project to bring Dire Wolves "back from extinction"

	4/23-24, 2025
I care a lot	15%
I care a little	37%
I don't care at all	35%
Don't know	13%

c. Sec. of Education Linda McMahon repeatedly referring to artificial intelligence as AI, not AI, in a speech

	4/23-24, 2025
I care a lot	16%
I care a little	19%
I don't care at all	53%
Don't know	12%

d. The Pennsylvania Governor's mansion being deliberately set on fire

	4/23-24, 2025
I care a lot	21%
I care a little	36%
I don't care at all	31%
Don't know	13%

e. Blue Origin launching an all-female crew, including pop star Katy Perry, into space

	4/23-24, 2025
I care a lot	8%
I care a little	22%
I don't care at all	61%
Don't know	9%

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

Total Agree Summary

	4/23-24, 2025
When I go to a store, I buy the brand or product I intended to buy	91%
I see ads in store and online when I'm shopping	72%
When I'm shopping in stores or online, I see ads for the products I'm shopping for	68%
I see discounts and coupons offered while I'm shopping in store or online	66%
I see ads on TV or in media I consume for products that I am in the market to buy	60%

a. When I go to a store, I buy the brand or product I intended to buy

	4/23-24, 2025
Often	59%
Sometimes	32%
Rarely	5%
Never	1%
Don't know/Does not apply	3%
<i>Often/Sometimes (Net)</i>	91%
<i>Rarely/Never (Net)</i>	6%

b. When I'm shopping in stores or online, I see ads for the products I'm shopping for

	4/23-24, 2025
Often	19%
Sometimes	48%
Rarely	21%
Never	8%
Don't know/Does not apply	4%
<i>Often/Sometimes (Net)</i>	68%
<i>Rarely/Never (Net)</i>	28%

c. I see ads in store and online when I'm shopping

	4/23-24, 2025
Often	27%
Sometimes	45%
Rarely	18%
Never	5%
Don't know/Does not apply	5%
<i>Often/Sometimes (Net)</i>	72%
<i>Rarely/Never (Net)</i>	23%

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

d. I see discounts and coupons offered while I'm shopping in store or online

	4/23-24, 2025
Often	25%
Sometimes	40%
Rarely	24%
Never	7%
Don't know/Does not apply	4%
<i>Often/Sometimes (Net)</i>	<i>66%</i>
<i>Rarely/Never (Net)</i>	<i>30%</i>

e. I see ads on TV or in media I consume for products that I am in the market to buy

	4/23-24, 2025
Often	15%
Sometimes	46%
Rarely	25%
Never	8%
Don't know/Does not apply	6%
<i>Often/Sometimes (Net)</i>	<i>60%</i>
<i>Rarely/Never (Net)</i>	<i>33%</i>

12. Have you lived in or near your local community your entire life, aside from the time you may have spent away in school or college, or have you lived in other places?

	4/23-24, 2025
Yes, entire life	37%
Yes, except during active military duty	4%
No, have lived in other places	55%
Don't know	3%
Refused	1%
<i>Yes (Net)</i>	<i>41%</i>



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13. Have you always lived in the same state, or have you lived in different states?

	4/23-24, 2025
Entire life in community	16%
Same state only	33%
Different state	49%
Don't know/Refused	2%

14. **[ASKED IF MOVER AND SELECTED "DIFFERENT STATE" IN Q14]** Thinking about all the places you have lived in the United States, how many different states have you lived in?

	4/23-24, 2025 (N=443)
Two states	45%
Three states	25%
Four or more states	28%
Don't know	2%
Refused	*





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About the Study

These are some of the findings of the one hundred and sixteenth wave of an Ipsos poll conducted between April 23-24, 2025. For this survey, a sample of 1,085 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





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- 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





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- 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
- The one hundred and sixteenth wave was conducted April 23-24, 2025 among 1,085 adults





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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 2023 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 ($n=1,085$, $DEFF=1.5$, 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-eighth and a half, eighty-ninth, ninetieth, ninety-first, ninety-second, ninety-third, ninety-third and a half, ninety-fourth, ninety-fifth, ninety-sixth, ninety-sixth and a half, 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, one hundred and fifteenth, and one hundred and sixteenth waves of this study have a credibility interval of 3.6 percentage points.

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GAME CHANGERS





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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.

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