



## PUBLIC POLL FINDINGS AND METHODOLOGY

### Ipsos Poll on Consumer Behavior

Washington, DC, May 12, 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>	<b>4/23-24, 2025 (N=1,085)</b>	<b>5/6-7, 2025 (N=1,094)</b>
Very high threat	11%	15%	12%	13%	11%	11%
High threat	15%	17%	17%	16%	17%	15%
Moderate threat	30%	28%	31%	37%	29%	33%
Low threat	21%	17%	19%	18%	20%	17%
Very low threat	14%	15%	12%	7%	13%	12%
Don't know	8%	8%	9%	9%	10%	12%
<i>High Threat (Net)</i>	<i>26%</i>	<i>32%</i>	<i>29%</i>	<i>30%</i>	<i>28%</i>	<i>26%</i>
<i>Low Threat (Net)</i>	<i>35%</i>	<i>32%</i>	<i>31%</i>	<i>25%</i>	<i>34%</i>	<i>29%</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>	<b>4/23-24, 2025</b>	<b>5/6-7, 2025</b>
I'm stuck about what to do next	12%	10%	7%	9%	11%	10%
I have a lot of uncertainty	36%	42%	48%	46%	40%	43%
I have some uncertainty	37%	34%	33%	33%	32%	33%
I have no uncertainty	15%	13%	12%	12%	17%	14%

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>	<b>4/23-24, 2025</b>	<b>5/6-7, 2025</b>
5 – Very satisfied	10%	10%	9%	9%	10%	7%
4	12%	15%	14%	13%	12%	15%
3	33%	28%	30%	30%	32%	26%
2	16%	16%	12%	12%	15%	18%
1 – Very unsatisfied	29%	31%	35%	35%	31%	34%
<i>Satisfied (Net)</i>	<i>22%</i>	<i>26%</i>	<i>23%</i>	<i>22%</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>	<i>52%</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
5/6-7, 2025 (N=610)	49%	22%	29%
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. How familiar, if at all, are you with each of the following?

### Total Familiar Summary

	<b>5/6-7, 2025</b>
Cargo ship traffic from China to the U.S. falling off steeply as tariffs begin to take effect	58%
National Security Advisor Mike Waltz removed from his position after adding a journalist to a sensitive group chat	53%
The signing of an executive order to stop federal funding for NPR and PBS	52%
Canada's Liberal Party and Prime Minister Mark Carney winning their recent federal election	47%
Ukraine giving the United States control over a share of its future revenue from natural resources	46%

#### a. Canada's Liberal Party and Prime Minister Mark Carney winning their recent federal election

	<b>5/6-7, 2025</b>
Very familiar	22%
Somewhat familiar	25%
Heard of it, but that's it	23%
Never heard of it	30%
<i>Familiar (Net)</i>	<b>47%</b>
<i>Not Familiar (Net)</i>	<b>53%</b>

#### b. Cargo ship traffic from China to the U.S. falling off steeply as tariffs begin to take effect

	<b>5/6-7, 2025</b>
Very familiar	26%
Somewhat familiar	32%
Heard of it, but that's it	26%
Never heard of it	16%
<i>Familiar (Net)</i>	<b>58%</b>
<i>Not Familiar (Net)</i>	<b>42%</b>

#### c. National Security Advisor Mike Waltz removed from his position after adding a journalist to a sensitive group chat

	<b>5/6-7, 2025</b>
Very familiar	25%
Somewhat familiar	27%
Heard of it, but that's it	21%
Never heard of it	27%
<i>Familiar (Net)</i>	<b>53%</b>
<i>Not Familiar (Net)</i>	<b>47%</b>



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

- d. Ukraine giving the United States control over a share of its future revenue from natural resources

	<b>5/6-7, 2025</b>
Very familiar	18%
Somewhat familiar	28%
Heard of it, but that's it	25%
Never heard of it	29%
<i>Familiar (Net)</i>	<i>46%</i>
<i>Not Familiar (Net)</i>	<i>54%</i>

- e. The signing of an executive order to stop federal funding for NPR and PBS

	<b>5/6-7, 2025</b>
Very familiar	27%
Somewhat familiar	24%
Heard of it, but that's it	23%
Never heard of it	25%
<i>Familiar (Net)</i>	<i>52%</i>
<i>Not Familiar (Net)</i>	<i>48%</i>

6. 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. Canada's Liberal Party and Prime Minister Mark Carney winning their recent federal election

	<b>5/6-7, 2025</b>
I care a lot	20%
I care a little	34%
I don't care at all	31%
Don't know	16%

- b. Cargo ship traffic from China to the U.S. falling off steeply as tariffs begin to take effect

	<b>5/6-7, 2025</b>
I care a lot	42%
I care a little	32%
I don't care at all	13%
Don't know	12%



6. 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. National Security Advisor Mike Waltz removed from his position after adding a journalist to a sensitive group chat

	<b>5/6-7, 2025</b>
I care a lot	26%
I care a little	30%
I don't care at all	30%
Don't know	14%

d. Ukraine giving the United States control over a share of its future revenue from natural resources

	<b>5/6-7, 2025</b>
I care a lot	33%
I care a little	39%
I don't care at all	14%
Don't know	14%

e. The signing of an executive order to stop federal funding for NPR and PBS

	<b>5/6-7, 2025</b>
I care a lot	40%
I care a little	30%
I don't care at all	18%
Don't know	12%

7. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right.

## Total Agree Summary

	<b>4/30-5/1, 2024</b>	<b>5/6-7, 2025</b>
I choose a brand or product based on its price	80%	70%
I choose a brand or product based on what the brand stands for	20%	30%

	<b>4/30-5/1, 2024</b>	<b>5/6-7, 2025</b>
I choose a brand or product based on its quality	88%	88%
I choose a brand or product based on what the brand stands for	12%	12%



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7. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right. *(Continued)*

	<b>4/30-5/1, 2024</b>	<b>5/6-7, 2025</b>
I don't really care about brands, I just buy what I need when I need it	60%	57%
I choose a brand or product because I'm loyal to that brand	40%	43%

	<b>4/30-5/1, 2024</b>	<b>5/6-7, 2025</b>
I choose a brand or product based on its quality	63%	62%
I choose a brand or product based on its price	37%	38%

8. When thinking about your privacy, how much do you agree or disagree or disagree with the following statements?

### Total Agree Summary

	<b>5/6-7, 2025</b>
The government collects too much data about me	65%
I'm okay with private companies collecting data on me if it makes my online shopping experience easier	24%
Government agencies should be able to share the data they collect on me with other government agencies	19%
Private companies should share the data they collect on me with the government	14%
Government agencies should be able to share the data they collect on me with private companies	12%

- a. Government agencies should be able to share the data they collect on me with other government agencies

	<b>5/6-7, 2025</b>
Strongly agree	5%
Somewhat agree	14%
Neither agree nor disagree	24%
Somewhat disagree	15%
Strongly disagree	38%
Don't know	3%
<i>Agree (Net)</i>	<i>19%</i>
<i>Disagree (Net)</i>	<i>53%</i>



8. When thinking about your privacy, how much do you agree or disagree or disagree with the following statements? *(Continued)*

b. Government agencies should be able to share the data they collect on me with private companies

	<b>5/6-7, 2025</b>
Strongly agree	5%
Somewhat agree	7%
Neither agree nor disagree	14%
Somewhat disagree	15%
Strongly disagree	55%
Don't know	4%
<i>Agree (Net)</i>	<i>12%</i>
<i>Disagree (Net)</i>	<i>70%</i>

c. Private companies should share the data they collect on me with the government

	<b>5/6-7, 2025</b>
Strongly agree	5%
Somewhat agree	9%
Neither agree nor disagree	17%
Somewhat disagree	15%
Strongly disagree	51%
Don't know	3%
<i>Agree (Net)</i>	<i>14%</i>
<i>Disagree (Net)</i>	<i>66%</i>

d. I'm okay with private companies collecting data on me if it makes my online shopping experience easier

	<b>5/6-7, 2025</b>
Strongly agree	5%
Somewhat agree	19%
Neither agree nor disagree	20%
Somewhat disagree	22%
Strongly disagree	31%
Don't know	3%
<i>Agree (Net)</i>	<i>24%</i>
<i>Disagree (Net)</i>	<i>53%</i>

8. When thinking about your privacy, how much do you agree or disagree or disagree with the following statements? *(Continued)*

- e. The government collects too much data about me

	<b>5/6-7, 2025</b>
Strongly agree	34%
Somewhat agree	31%
Neither agree nor disagree	22%
Somewhat disagree	5%
Strongly disagree	2%
Don't know	6%
<i>Agree (Net)</i>	<b>65%</b>
<i>Disagree (Net)</i>	<b>8%</b>

9. When thinking about your privacy, which types of data about you do you believe are most important to keep private?

	<b>5/6-7, 2025</b>
Financial data (bank statements, tax records, etc.)	60%
Health data (health conditions, etc.)	37%
Credit card usage data	32%
Biometrics data that can identify you	32%
Location-based data	23%
Medication data (about prescriptions, and how well you follow regimens)	19%
Data about your political opinions, donations, etc.	15%
Sexual health data	12%
Demographic data about your race/ethnicity, age, gender, etc.	10%
Data about your sexuality or sexual orientation	7%
Consumer data about the products you buy	6%
Religious data	6%
Other	1%
None of the above	2%
Don't know	6%

## 10. When thinking about how you make food choices, do you do any of the following, or not?

### Total Yes Summary

	<b>5/6-7, 2025</b>
I limit the amount of processed foods I eat	59%
I prioritize foods that are produced more sustainably	46%
I prioritize organic foods or those that minimize use of chemicals or pesticides	44%
I prioritize non-GMO foods	35%
I track calories or nutrients/macros to manage my weight	33%
I follow a diet to manage a health condition (e.g., diabetes, blood pressure, cholesterol, gluten-free)	27%
I prioritize plant-based foods to reduce greenhouse gas emissions	21%
I avoid certain foods because of allergies	21%
I avoid eating red meat	19%
I avoid animal-based foods	12%

#### a. I track calories or nutrients/macros to manage my weight

	<b>5/6-7, 2025</b>
Yes	33%
No	67%

#### b. I follow a diet to manage a health condition (e.g., diabetes, blood pressure, cholesterol, gluten-free)

	<b>5/6-7, 2025</b>
Yes	27%
No	73%

#### c. I prioritize organic foods or those that minimize use of chemicals or pesticides

	<b>5/6-7, 2025</b>
Yes	44%
No	56%

#### d. I prioritize non-GMO foods

	<b>5/6-7, 2025</b>
Yes	35%
No	65%

10. When thinking about how you make food choices, do you do any of the following, or not?  
(Continued)

e. I prioritize plant-based foods to reduce greenhouse gas emissions

	<b>5/6-7, 2025</b>
Yes	21%
No	79%

f. I avoid certain foods because of allergies

	<b>5/6-7, 2025</b>
Yes	21%
No	79%

g. I prioritize foods that are produced more sustainably

	<b>5/6-7, 2025</b>
Yes	46%
No	54%

h. I limit the amount of processed foods I eat

	<b>5/6-7, 2025</b>
Yes	59%
No	41%

i. I avoid eating red meat

	<b>5/6-7, 2025</b>
Yes	19%
No	81%

j. I avoid animal-based foods

	<b>5/6-7, 2025</b>
Yes	12%
No	88%

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

### Total Agree Summary

	<b>5/6-7, 2025</b>
We need fewer chemicals in our foods	81%
If food makers sell a healthier version of a product overseas, they should sell the same version here	78%
I look at nutritional information in order to choose healthier products	63%
I think prices will increase for food items with natural colors or dyes	52%
I am concerned about seed oils having a negative effect on health (including heart health, weight gain, inflammation, diabetes, cancer or other medical issues)	42%
I am fine paying higher prices for food items with natural colors or dyes	37%

### a. I think prices will increase for food items with natural colors or dyes

	<b>5/6-7, 2025</b>
Strongly agree	19%
Somewhat agree	34%
Neither agree nor disagree	31%
Somewhat disagree	7%
Strongly disagree	3%
Don't know	6%
<i>Agree (Net)</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>10%</i>

### b. I am fine paying higher prices for food items with natural colors or dyes

	<b>5/6-7, 2025</b>
Strongly agree	10%
Somewhat agree	27%
Neither agree nor disagree	30%
Somewhat disagree	15%
Strongly disagree	15%
Don't know	3%
<i>Agree (Net)</i>	<i>37%</i>
<i>Disagree (Net)</i>	<i>30%</i>

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

### c. I look at nutritional information in order to choose healthier products

	<b>5/6-7, 2025</b>
Strongly agree	27%
Somewhat agree	37%
Neither agree nor disagree	21%
Somewhat disagree	10%
Strongly disagree	4%
Don't know	2%
<i>Agree (Net)</i>	<b>63%</b>
<i>Disagree (Net)</i>	<b>14%</b>

### d. I am concerned about seed oils having a negative effect on health (including heart health, weight gain, inflammation, diabetes, cancer or other medical issues)

	<b>5/6-7, 2025</b>
Strongly agree	16%
Somewhat agree	26%
Neither agree nor disagree	29%
Somewhat disagree	14%
Strongly disagree	8%
Don't know	6%
<i>Agree (Net)</i>	<b>42%</b>
<i>Disagree (Net)</i>	<b>22%</b>

### e. We need fewer chemicals in our foods

	<b>5/6-7, 2025</b>
Strongly agree	57%
Somewhat agree	25%
Neither agree nor disagree	11%
Somewhat disagree	2%
Strongly disagree	3%
Don't know	3%
<i>Agree (Net)</i>	<b>81%</b>
<i>Disagree (Net)</i>	<b>5%</b>

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

- f. If food makers sell a healthier version of a product overseas, they should sell the same version here

	<b>5/6-7, 2025</b>
Strongly agree	51%
Somewhat agree	27%
Neither agree nor disagree	15%
Somewhat disagree	2%
Strongly disagree	3%
Don't know	2%
<i>Agree (Net)</i>	<i>78%</i>
<i>Disagree (Net)</i>	<i>5%</i>

12. When you consider the potential for tariffs to increase the cost of certain goods we purchase, do you think retailers should show how much the tariffs are impacting the costs of goods, similar to how they detail other taxes or charges?

	<b>5/6-7, 2025</b>
Yes	73%
No	13%
Don't know	14%

13. When you consider the potential for tariffs to increase the cost of certain goods, how concerned are you that price increases could affect your ability to afford the following?

Total Extremely/Very/Moderately Concerned Summary

	<b>5/6-7, 2025</b>
Prescription medications that you may need to take in the future	64%
Other healthcare services such as doctor/care provider appointments	60%
The prescription medications that you are currently taking	56%

13. When you consider the potential for tariffs to increase the cost of certain goods, how concerned are you that price increases could affect your ability to afford the following?  
(Continued)

a. The prescription medications that you are currently taking

	<b>5/6-7, 2025</b>
Extremely concerned	17%
Very concerned	19%
Moderately concerned	20%
Slightly concerned	14%
Not at all concerned	18%
Not applicable	12%
<i>Extremely/Very Concerned (Net)</i>	<i>36%</i>
<i>Extremely/Very/Moderately Concerned (Net)</i>	<i>56%</i>
<i>Slightly/Not at all Concerned (Net)</i>	<i>32%</i>

b. Prescription medications that you may need to take in the future

	<b>5/6-7, 2025</b>
Extremely concerned	20%
Very concerned	22%
Moderately concerned	22%
Slightly concerned	15%
Not at all concerned	15%
Not applicable	5%
<i>Extremely/Very Concerned (Net)</i>	<i>42%</i>
<i>Extremely/Very/Moderately Concerned (Net)</i>	<i>64%</i>
<i>Slightly/Not at all Concerned (Net)</i>	<i>30%</i>

c. Other healthcare services such as doctor/care provider appointments

	<b>5/6-7, 2025</b>
Extremely concerned	18%
Very concerned	19%
Moderately concerned	24%
Slightly concerned	17%
Not at all concerned	18%
Not applicable	5%
<i>Extremely/Very Concerned (Net)</i>	<i>37%</i>
<i>Extremely/Very/Moderately Concerned (Net)</i>	<i>60%</i>
<i>Slightly/Not at all Concerned (Net)</i>	<i>35%</i>



## PUBLIC POLL FINDINGS AND METHODOLOGY

### About the Study

These are some of the findings of the one hundred and seventeenth wave of an Ipsos poll conducted between May 6-7, 2025. For this survey, a sample of 1,094 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
- The one hundred and seventeenth wave was conducted May 6-7, 2025 among 1,094 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 ( $n=1,094$ ,  $DEFF=1.5$ , adjusted Confidence Interval= $\pm 5.1$  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, ninetieth, 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, one hundred and fifteenth, one hundred and sixteenth, and one hundred and seventeenth waves of this study have a credibility interval of 3.6 percentage points.





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### About Ipsos

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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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