



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior

Washington, DC, May 27, 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)	5/6-7, 2025 (N=1,094)	5/21-22, 2025 (N=1,085)
Very high threat	11%	15%	12%	13%	11%	11%	11%
High threat	15%	17%	17%	16%	17%	15%	15%
Moderate threat	30%	28%	31%	37%	29%	33%	33%
Low threat	21%	17%	19%	18%	20%	17%	20%
Very low threat	14%	15%	12%	7%	13%	12%	11%
Don't know	8%	8%	9%	9%	10%	12%	10%
<i>High Threat (Net)</i>	26%	32%	29%	30%	28%	26%	26%
<i>Low Threat (Net)</i>	35%	32%	31%	25%	34%	29%	31%

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	5/6-7, 2025	5/21-22, 2025
I'm stuck about what to do next	12%	10%	7%	9%	11%	10%	13%
I have a lot of uncertainty	36%	42%	48%	46%	40%	43%	37%
I have some uncertainty	37%	34%	33%	33%	32%	33%	35%
I have no uncertainty	15%	13%	12%	12%	17%	14%	15%

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	5/6-7, 2025	5/21-22, 2025
5 – Very satisfied	10%	10%	9%	9%	10%	7%	9%
4	12%	15%	14%	13%	12%	15%	14%
3	33%	28%	30%	30%	32%	26%	29%
2	16%	16%	12%	12%	15%	18%	16%
1 – Very unsatisfied	29%	31%	35%	35%	31%	34%	31%
<i>Satisfied (Net)</i>	22%	26%	23%	22%	22%	22%	24%
<i>Unsatisfied (Net)</i>	45%	46%	47%	47%	47%	52%	48%



PUBLIC POLL FINDINGS AND METHODOLOGY

4. Thinking ahead to this summer (the summer of 2025), how likely, if at all, are you to do each of the following?

Total Likely Summary

	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	5/10-11, 2022	3/28-29, 2023	5/23-24, 2023	7/18-19, 2023	5/14-15, 2024	5/21-22, 2025
Dine out at a restaurant	76%	78%	79%	83%	85%	87%	87%	87%	91%	88%	N/A	93%	85%
Go to a movie theater	44%	45%	49%	51%	55%	60%	60%	60%	N/A	N/A	N/A	65%	63%
Take a vacation where I can “unplug” and “get away from it all”	N/A	N/A	N/A	N/A	63%	67%	65%	68%	N/A	N/A	N/A	69%	61%
Go on any overnight trips, by car, less than 100 miles away	64%	65%	70%	65%	68%	66%	67%	69%	69%	67%	52%	67%	61%
Go on any overnight trips, by car, more than 100 miles away	63%	65%	68%	64%	68%	67%	66%	68%	71%	67%	49%	71%	58%
Go to a live concert, outdoors	36%	39%	45%	47%	47%	49%	52%	53%	N/A	N/A	N/A	57%	48%
Travel by plane within the U.S.	42%	42%	46%	46%	44%	51%	50%	48%	52%	52%	37%	54%	47%
Go to a live concert, indoors	28%	29%	35%	36%	35%	45%	45%	45%	N/A	N/A	N/A	52%	47%
Go to a sporting event	34%	36%	41%	41%	43%	47%	47%	49%	50%	51%	N/A	55%	45%
Travel by plane internationally	22%	22%	26%	24%	22%	29%	30%	29%	26%	29%	20%	34%	27%

a. Go on any overnight trips, by car, less than 100 miles away

	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	5/10-11, 2022	3/28-29, 2023	5/23-24, 2023	7/18-19, 2023	5/14-15, 2024	5/21-22, 2025
Very likely	28%	31%	35%	30%	32%	28%	30%	36%	36%	30%	22%	34%	26%
Somewhat likely	37%	34%	34%	35%	37%	38%	37%	33%	33%	38%	30%	32%	36%
Not very likely	23%	21%	17%	20%	18%	19%	19%	18%	17%	20%	18%	21%	21%
Not at all likely	13%	14%	13%	15%	13%	15%	14%	13%	13%	13%	22%	13%	18%
<i>Likely (Net)</i>	64%	65%	70%	65%	68%	66%	67%	69%	69%	67%	52%	67%	61%
<i>Not likely (Net)</i>	36%	35%	30%	35%	32%	34%	33%	31%	31%	33%	40%	33%	39%



PUBLIC POLL FINDINGS AND METHODOLOGY

4. Thinking ahead to this summer (the summer of 2025), how likely, if at all, are you to do each of the following? *(Continued)*

b. Go on any overnight trips, by car, more than 100 miles away

	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	5/10-11, 2022	3/28-29, 2023	5/23-24, 2023	7/18-19, 2023	5/14-15, 2024	5/21-22, 2025
Very likely	28%	31%	36%	31%	34%	31%	33%	36%	38%	34%	23%	34%	26%
Somewhat likely	35%	34%	32%	33%	34%	36%	33%	31%	32%	33%	26%	37%	32%
Not very likely	24%	21%	17%	19%	19%	18%	19%	19%	17%	18%	18%	17%	21%
Not at all likely	13%	14%	15%	17%	13%	16%	15%	14%	13%	15%	22%	12%	20%
<i>Likely (Net)</i>	63%	65%	68%	64%	68%	67%	66%	68%	71%	67%	49%	71%	58%
<i>Not likely (Net)</i>	37%	35%	32%	36%	32%	33%	34%	32%	29%	33%	40%	29%	42%

c. Travel by plane within the U.S.

	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	5/10-11, 2022	3/28-29, 2023	5/23-24, 2023	7/18-19, 2023	5/14-15, 2024	5/21-22, 2025
Very likely	18%	19%	23%	22%	22%	24%	24%	26%	29%	27%	16%	33%	23%
Somewhat likely	24%	23%	23%	24%	22%	27%	26%	22%	23%	25%	21%	21%	24%
Not very likely	27%	28%	23%	25%	27%	24%	22%	26%	24%	23%	19%	20%	21%
Not at all likely	30%	30%	31%	28%	28%	25%	28%	27%	25%	25%	37%	26%	33%
<i>Likely (Net)</i>	42%	42%	46%	46%	44%	51%	50%	48%	52%	52%	37%	54%	47%
<i>Not likely (Net)</i>	58%	58%	54%	54%	56%	49%	50%	52%	48%	48%	56%	46%	53%

d. Travel by plane internationally

	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	5/10-11, 2022	3/28-29, 2023	5/23-24, 2023	7/18-19, 2023	5/14-15, 2024	5/21-22, 2025
Very likely	10%	9%	11%	10%	10%	13%	13%	14%	11%	16%	9%	21%	13%
Somewhat likely	12%	13%	15%	13%	11%	16%	17%	15%	15%	13%	11%	13%	13%
Not very likely	25%	25%	24%	27%	25%	23%	22%	22%	32%	24%	17%	20%	20%
Not at all likely	53%	53%	50%	50%	53%	48%	49%	48%	42%	47%	59%	46%	53%
<i>Likely (Net)</i>	22%	22%	26%	24%	22%	29%	30%	29%	26%	29%	20%	34%	27%
<i>Not likely (Net)</i>	78%	78%	74%	76%	78%	71%	70%	71%	74%	71%	76%	66%	73%

e. Take a vacation where I can “unplug” and “get away from it all”

	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	5/10-11, 2022	5/14-15, 2024	5/21-22, 2025
Very likely	29%	29%	32%	32%	40%	28%
Somewhat likely	34%	38%	33%	36%	30%	33%
Not very likely	22%	21%	21%	18%	18%	19%
Not at all likely	15%	13%	14%	14%	12%	20%
<i>Likely (Net)</i>	63%	67%	65%	68%	69%	61%
<i>Not likely (Net)</i>	37%	33%	35%	32%	31%	39%

4. Thinking ahead to this summer (the summer of 2025), how likely, if at all, are you to do each of the following? (Continued)

f. Dine out at a restaurant

	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	5/10-11, 2022	3/28-29, 2023	5/23-24, 2023	5/14-15, 2024	5/21-22, 2025
Very likely	42%	45%	48%	46%	56%	60%	56%	57%	66%	60%	66%	54%
Somewhat likely	34%	33%	32%	36%	28%	27%	31%	29%	25%	28%	27%	31%
Not very likely	15%	15%	12%	11%	11%	9%	9%	10%	6%	8%	5%	9%
Not at all likely	9%	8%	9%	7%	4%	4%	4%	4%	2%	4%	2%	6%
<i>Likely (Net)</i>	76%	78%	79%	83%	85%	87%	87%	87%	91%	88%	93%	85%
<i>Not likely (Net)</i>	24%	22%	21%	17%	15%	13%	13%	13%	9%	12%	7%	15%

g. Go to a sporting event

	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	5/10-11, 2022	3/28-29, 2023	5/23-24, 2023	5/14-15, 2024	5/21-22, 2025
Very likely	14%	12%	17%	16%	17%	19%	23%	21%	23%	19%	27%	18%
Somewhat likely	20%	23%	25%	25%	26%	28%	25%	28%	27%	32%	27%	27%
Not very likely	31%	32%	28%	30%	30%	29%	25%	26%	27%	25%	24%	22%
Not at all likely	35%	32%	31%	29%	27%	24%	28%	26%	23%	24%	21%	33%
<i>Likely (Net)</i>	34%	36%	41%	41%	43%	47%	47%	49%	50%	51%	55%	45%
<i>Not likely (Net)</i>	66%	64%	59%	59%	57%	53%	53%	51%	50%	49%	45%	55%

h. Go to a live concert, indoors

	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	5/10-11, 2022	5/14-15, 2024	5/21-22, 2025
Very likely	9%	10%	13%	13%	12%	18%	20%	17%	22%	19%
Somewhat likely	19%	19%	22%	23%	23%	27%	25%	27%	31%	27%
Not very likely	34%	36%	32%	35%	35%	32%	29%	30%	29%	24%
Not at all likely	38%	35%	33%	29%	30%	24%	26%	26%	18%	30%
<i>Likely (Net)</i>	28%	29%	35%	36%	35%	45%	45%	45%	52%	47%
<i>Not likely (Net)</i>	72%	71%	65%	64%	65%	55%	55%	55%	48%	53%

i. Go to a live concert, outdoors

	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	5/10-11, 2022	5/14-15, 2024	5/21-22, 2025
Very likely	11%	12%	18%	17%	17%	18%	21%	22%	25%	19%
Somewhat likely	25%	27%	27%	30%	30%	31%	30%	31%	32%	29%
Not very likely	35%	34%	29%	28%	31%	30%	26%	26%	24%	23%
Not at all likely	29%	27%	26%	24%	22%	21%	22%	21%	19%	29%
<i>Likely (Net)</i>	36%	39%	45%	47%	47%	49%	52%	53%	57%	48%
<i>Not likely (Net)</i>	64%	61%	55%	53%	53%	51%	48%	47%	43%	52%



PUBLIC POLL FINDINGS AND METHODOLOGY

4. Thinking ahead to this summer (the summer of 2025), how likely, if at all, are you to do each of the following? *(Continued)*

j. Go to a movie theater

	4/13-14, 2021	4/27-28, 2021	5/11-12, 2021	5/25-26, 2021	6/8-9, 2021	3/1-2, 2022	4/12-13, 2022	5/10-11, 2022	5/14-15, 2024	5/21-22, 2025
Very likely	16%	17%	20%	19%	22%	26%	31%	31%	37%	28%
Somewhat likely	29%	28%	29%	32%	32%	34%	29%	29%	28%	34%
Not very likely	28%	29%	27%	28%	26%	21%	21%	22%	22%	15%
Not at all likely	27%	26%	24%	22%	20%	19%	19%	19%	13%	22%
<i>Likely (Net)</i>	44%	45%	49%	51%	55%	60%	60%	60%	65%	63%
<i>Not likely (Net)</i>	56%	55%	51%	49%	45%	40%	40%	40%	35%	37%





PUBLIC POLL FINDINGS AND METHODOLOGY

5. **[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
5/21-22, 2025 (N=604)	54%	18%	28%
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%



PUBLIC POLL FINDINGS AND METHODOLOGY

5. **[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%



PUBLIC POLL FINDINGS AND METHODOLOGY

6. For each of the statements below, indicate your level of agreement.

Total Agree Summary

	8/18-19, 2020	2/2-3, 2021	2/17-18, 2021	9/14-15, 2021	2/1-3, 2022	3/15-16, 2022	4/12-13, 2022	8/16-17, 2022	8/30-31, 2022	2/14-15, 2023	8/29-30, 2023	4/30-5/1, 2024	5/21-22, 2025
Even if it's a small amount, I can put money away each month	62%	N/A	N/A	65%	N/A	55%	58%	N/A	N/A	N/A	N/A	68%	59%
[ASK IF AGE 18-39] I want to wait to start or grow my family until I am in better financial shape	55%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	53%	49%	50%	55%	59%
I feel like I have enough saved in case something unplanned happens (i.e. home repairs, car repairs etc.)	52%	48%	54%	49%	48%	50%	46%	39%	40%	40%	54%	51%	49%
I believe I will be better off than my parents *	45%	44%	47%	46%	44%	46%	42%	36%	41%	40%	46%	50%	44%
After paying my bills, I do not have money left to spend on the things I want	38%	37%	36%	40%	42%	39%	43%	46%	48%	45%	37%	39%	41%
I worry about paying all of my bills each month	37%	34%	32%	36%	42%	42%	41%	44%	46%	39%	39%	35%	40%

***From 8/18-19, 2020 – 8/29-30, 2023, this item read “I believe I will be better off financially than my parents”*





PUBLIC POLL FINDINGS AND METHODOLOGY

6. For each of the statements below, indicate your level of agreement. *(Continued)*

a. After paying my bills, I do not have money left to spend on the things I want

	6/23-24, 2020	8/18-19, 2020	2/2-3, 2021	2/17-18, 2021	9/14-15, 2021	2/1-3, 2022	3/15-16, 2022	4/12-13, 2022	8/16-17, 2022	8/30-31, 2022	2/14-15, 2023	8/29-30, 2023	4/30-5/1, 2024	5/21-22, 2025
Strongly agree	16%	17%	17%	15%	16%	20%	15%	19%	19%	23%	20%	16%	16%	20%
Somewhat agree	21%	21%	20%	21%	23%	23%	25%	24%	27%	26%	25%	22%	23%	21%
Neither agree nor disagree	21%	20%	19%	19%	18%	20%	21%	22%	23%	19%	20%	18%	15%	21%
Somewhat disagree	23%	21%	23%	24%	25%	19%	24%	22%	19%	20%	20%	25%	23%	20%
Strongly disagree	19%	20%	21%	20%	18%	19%	16%	13%	13%	12%	14%	20%	23%	18%
Agree (Net)	37%	38%	37%	36%	40%	42%	39%	43%	46%	48%	45%	37%	39%	41%
Disagree (Net)	42%	41%	44%	44%	42%	37%	40%	35%	32%	33%	34%	45%	46%	38%

b. Even if it's a small amount, I can put money away each month

	4/27-28, 2020	5/4-5, 2020	6/23-24, 2020	8/18-19, 2020	9/14-15, 2021	3/15-16, 2022	4/12-13, 2022	4/30-5/1, 2024	5/21-22, 2025
Strongly agree	25%	25%	27%	24%	27%	23%	20%	34%	32%
Somewhat agree	38%	37%	37%	38%	37%	32%	37%	34%	27%
Neither agree nor disagree	19%	19%	18%	16%	18%	25%	21%	15%	18%
Somewhat disagree	10%	11%	11%	12%	9%	14%	11%	9%	11%
Strongly disagree	8%	8%	8%	11%	9%	6%	10%	8%	12%
Agree (Net)	63%	62%	64%	62%	65%	55%	58%	68%	59%
Disagree (Net)	18%	19%	19%	23%	17%	20%	21%	17%	23%

c. I believe I will be better off than my parents

	6/23-24, 2020	8/18-19, 2020	2/2-3, 2021	2/17-18, 2021	9/14-15, 2021	2/1-3, 2022	3/15-16, 2022	4/12-13, 2022	8/16-17, 2022	8/30-31, 2022	2/14-15, 2023	8/29-30, 2023	4/30-5/1, 2024	5/21-22, 2025
Strongly agree	18%	19%	18%	18%	18%	19%	19%	14%	11%	15%	15%	18%	23%	22%
Somewhat agree	26%	25%	26%	29%	28%	25%	28%	28%	25%	25%	24%	27%	27%	22%
Neither agree nor disagree	30%	32%	31%	27%	30%	33%	31%	34%	30%	29%	28%	28%	29%	31%
Somewhat disagree	14%	13%	14%	16%	14%	14%	14%	13%	16%	16%	18%	15%	13%	11%
Strongly disagree	11%	10%	11%	10%	9%	9%	9%	11%	18%	14%	15%	12%	8%	14%
Agree (Net)	44%	45%	44%	47%	46%	44%	46%	42%	36%	41%	40%	46%	50%	44%
Disagree (Net)	26%	23%	25%	25%	23%	23%	23%	24%	34%	30%	33%	27%	21%	25%



PUBLIC POLL FINDINGS AND METHODOLOGY

6. For each of the statements below, indicate your level of agreement. *(Continued)*

d. I worry about paying all of my bills each month

	6/23-24, 2020	8/18-19, 2020	2/2-3, 2021	2/17-18, 2021	9/14-15, 2021	2/1-3, 2022	3/15-16, 2022	4/12-13, 2022	8/16-17, 2022	8/30-31, 2022	2/14-15, 2023	8/29-30, 2023	4/30-5/1, 2024	5/21-22, 2025
Strongly agree	12%	17%	13%	14%	15%	19%	16%	17%	19%	21%	17%	14%	15%	21%
Somewhat agree	22%	20%	20%	18%	21%	23%	26%	24%	25%	25%	23%	24%	20%	19%
Neither agree nor disagree	17%	18%	18%	19%	20%	18%	20%	21%	22%	19%	19%	18%	15%	19%
Somewhat disagree	23%	20%	22%	20%	21%	17%	17%	20%	17%	16%	21%	16%	22%	19%
Strongly disagree	26%	26%	26%	28%	23%	22%	22%	19%	17%	19%	21%	27%	28%	21%
Agree (Net)	34%	37%	34%	32%	36%	42%	42%	41%	44%	46%	39%	39%	35%	40%
Disagree (Net)	49%	45%	49%	49%	44%	39%	39%	38%	34%	35%	42%	44%	49%	41%

e. **[ASK ONLY IF AGE 18-39]** I want to wait to start or grow my family until I am in better financial shape

	6/23-24, 2020 (N=394)	8/18-19, 2020 (N=380)	8/30-31, 2022 (N=402)	2/14-15, 2023 (N=398)	8/29-30, 2023 (N=384)	4/30-5/1, 2024 (N=402)	5/21-22, 2025 (N=399)
Strongly agree	28%	32%	26%	24%	27%	26%	31%
Somewhat agree	23%	23%	27%	25%	23%	29%	28%
Neither agree nor disagree	30%	25%	30%	29%	30%	26%	26%
Somewhat disagree	9%	10%	7%	9%	10%	6%	3%
Strongly disagree	10%	10%	10%	13%	10%	13%	12%
Agree (Net)	51%	55%	53%	49%	50%	55%	59%
Disagree (Net)	18%	20%	17%	22%	20%	19%	15%





PUBLIC POLL FINDINGS AND METHODOLOGY

6. For each of the statements below, indicate your level of agreement. *(Continued)*

f. I feel like I have enough saved in case something unplanned happens (i.e. home repairs, car repairs etc.)

	6/23-24, 2020	8/18-19, 2020	2/2-3, 2021	2/17-18, 2021	9/14-15, 2021	2/1-3, 2022	3/15-16, 2022	4/12-13, 2022	8/16-17, 2022	8/30-31, 2022	2/14-15, 2023	8/29-30, 2023	4/30-5/1, 2024	5/21-22, 2025
Strongly agree	20%	20%	19%	22%	18%	21%	19%	17%	13%	14%	15%	22%	23%	24%
Somewhat agree	31%	32%	30%	32%	30%	27%	31%	29%	26%	26%	25%	32%	27%	26%
Neither agree nor disagree	18%	18%	17%	16%	19%	19%	19%	23%	22%	22%	21%	17%	16%	20%
Somewhat disagree	15%	12%	15%	13%	15%	15%	12%	15%	18%	15%	19%	14%	14%	11%
Strongly disagree	15%	18%	19%	17%	17%	19%	19%	16%	21%	23%	20%	15%	20%	19%
Agree (Net)	51%	52%	48%	54%	49%	48%	50%	46%	39%	40%	40%	54%	51%	49%
Disagree (Net)	30%	30%	34%	30%	32%	33%	31%	31%	39%	38%	39%	30%	34%	31%





PUBLIC POLL FINDINGS AND METHODOLOGY

7. Thinking about the prices you have paid for the following in recent weeks, do they generally seem higher, lower, or about the same as in the start of this year?*

Total Higher Summary

	11/9-10, 2021	1/4-1/5, 2022	1/18-19, 2022	2/15-16, 2022	3/15-16, 2022	4/12-13, 2022	5/10-11, 2022	6/22-23, 2022	7/19-20, 2022	8/16-17, 2022	9/13-14, 2022	8/15-16, 2023	1/23-24, 2024	6/11-12, 2024	2/25-26, 2025	5/21-22, 2025
Your total grocery bill	73%	75%	77%	78%	79%	77%	79%	81%	82%	81%	80%	83%	82%	78%	81%	71%
Food at restaurants	61%	63%	64%	70%	63%	69%	71%	69%	71%	68%	73%	78%	78%	76%	73%	64%
Meat	73%	73%	75%	77%	73%	75%	78%	78%	80%	78%	76%	76%	77%	71%	72%	64%
Fresh fruit and vegetables	69%	66%	72%	68%	69%	71%	74%	72%	77%	76%	72%	72%	75%	69%	71%	61%
Your total household expenses (rent/mortgage, utilities, maintenance, etc.)	49%	53%	58%	64%	57%	58%	60%	65%	60%	65%	64%	70%	70%	65%	68%	58%
Electricity	51%	52%	55%	60%	57%	57%	58%	61%	60%	61%	62%	67%	71%	60%	65%	52%
Clothing	46%	46%	48%	48%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	62%	62%	55%	55%	50%
Home heating or air conditioning expenses	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	59%	N/A	48%
Entertainment	41%	42%	42%	45%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	58%	61%	58%	58%	47%
Gasoline	79%	74%	73%	79%	80%	83%	84%	81%	83%	74%	72%	80%	56%	62%	56%	45%

*Prior to the 1/18/22 wave, the question text read, "Thinking about the prices you have paid for the following in recent weeks, do they generally seem higher, lower, or about the same as in the start of this year?"

a. Meat

	11/9-10, 2021	1/4-1/5, 2022	1/18-19, 2022	2/15-16, 2022	3/15-16, 2022	4/12-13, 2022	5/10-11, 2022	6/22-23, 2022	7/19-20, 2022	8/16-17, 2022	9/13-14, 2022	8/15-16, 2023	1/23-24, 2024	6/11-12, 2024	2/25-26, 2025	5/21-22, 2025
Much higher	32%	39%	41%	49%	46%	43%	46%	50%	48%	46%	45%	45%	43%	38%	38%	29%
Somewhat higher	38%	34%	34%	28%	28%	33%	32%	28%	32%	31%	31%	31%	34%	33%	34%	35%
About the same	20%	18%	14%	13%	16%	14%	12%	12%	10%	12%	13%	16%	15%	18%	20%	24%
Somewhat lower	2%	2%	3%	3%	3%	4%	3%	2%	3%	3%	3%	2%	3%	4%	3%	4%
Much lower	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	2%	1%	2%
Not applicable	3%	3%	3%	3%	4%	3%	3%	3%	3%	3%	4%	2%	2%	2%	1%	2%
Don't know	4%	3%	4%	4%	2%	3%	2%	3%	3%	3%	3%	3%	2%	3%	2%	3%
Higher (Net)	70%	73%	75%	77%	73%	75%	78%	78%	80%	78%	76%	76%	77%	71%	72%	64%
Lower (Net)	3%	3%	5%	4%	4%	5%	5%	5%	4%	4%	4%	3%	4%	5%	5%	7%



PUBLIC POLL FINDINGS AND METHODOLOGY

7. Thinking about the prices you have paid for the following in recent weeks, do they generally seem higher, lower, or about the same as in the start of this year? *(Continued)*

b. Fresh fruit and vegetables

	11/9-10, 2021	1/4-1/5, 2022	1/18-19, 2022	2/15-16, 2022	3/15-16, 2022	4/12-13, 2022	5/10-11, 2022	6/22-23, 2022	7/19-20, 2022	8/16-17, 2022	9/13-14, 2022	8/15-16, 2023	1/23-24, 2024	6/11-12, 2024	2/25-26, 2025	5/21-22, 2025
Much higher	24%	25%	28%	32%	27%	30%	31%	34%	33%	33%	29%	32%	30%	31%	35%	25%
Somewhat higher	45%	41%	44%	36%	42%	41%	42%	38%	44%	42%	43%	40%	45%	38%	36%	37%
About the same	24%	26%	19%	21%	22%	20%	18%	18%	15%	18%	18%	20%	20%	22%	23%	30%
Somewhat lower	3%	2%	3%	4%	4%	4%	3%	4%	2%	3%	4%	5%	2%	4%	4%	5%
Much lower	1%	1%	3%	1%	2%	2%	2%	2%	1%	1%	1%	1%	1%	2%	*	1%
Not applicable	1%	1%	1%	2%	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%	1%
Don't know	3%	3%	2%	4%	2%	2%	3%	3%	2%	2%	3%	1%	2%	2%	1%	2%
Higher (Net)	69%	66%	72%	68%	69%	71%	74%	72%	77%	76%	72%	72%	75%	69%	71%	61%
Lower (Net)	3%	3%	6%	5%	6%	6%	5%	6%	4%	4%	5%	6%	3%	6%	4%	6%

c. Your total grocery bill

	11/9-10, 2021	1/4-1/5, 2022	1/18-19, 2022	2/15-16, 2022	3/15-16, 2022	4/12-13, 2022	5/10-11, 2022	6/22-23, 2022	7/19-20, 2022	8/16-17, 2022	9/13-14, 2022	8/15-16, 2023	1/23-24, 2024	6/11-12, 2024	2/25-26, 2025	5/21-22, 2025
Much higher	32%	34%	40%	42%	40%	40%	43%	47%	44%	44%	43%	49%	45%	46%	45%	36%
Somewhat higher	40%	41%	37%	37%	39%	37%	35%	34%	39%	37%	37%	34%	37%	32%	36%	36%
About the same	20%	18%	15%	14%	16%	15%	15%	11%	12%	12%	14%	13%	13%	17%	14%	21%
Somewhat lower	3%	3%	3%	2%	3%	3%	3%	3%	2%	4%	2%	2%	3%	3%	2%	4%
Much lower	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	1%	1%	1%	*	1%	1%
Not applicable	*	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	*	1%	1%	1%	1%
Don't know	2%	2%	2%	1%	1%	2%	1%	2%	2%	2%	1%	1%	1%	1%	1%	2%
Higher (Net)	73%	75%	77%	78%	79%	77%	79%	81%	82%	81%	80%	83%	82%	78%	81%	71%
Lower (Net)	5%	4%	5%	4%	3%	5%	4%	5%	3%	5%	4%	3%	4%	3%	3%	5%



PUBLIC POLL FINDINGS AND METHODOLOGY

7. Thinking about the prices you have paid for the following in recent weeks, do they generally seem higher, lower, or about the same as in the start of this year? *(Continued)*

d. Gasoline

	11/9-10, 2021	1/4-1/5, 2022	1/18-19, 2022	2/15-16, 2022	3/15-16, 2022	4/12-13, 2022	5/10-11, 2022	6/22-23, 2022	7/19-20, 2022	8/16-17, 2022	9/13-14, 2022	8/15-16, 2023	1/23-24, 2024	6/11-12, 2024	2/25-26, 2025	5/21-22, 2025
Much higher	55%	41%	41%	53%	66%	61%	64%	70%	66%	52%	46%	45%	28%	29%	27%	18%
Somewhat higher	24%	32%	32%	25%	14%	22%	20%	11%	16%	22%	26%	35%	28%	33%	29%	26%
About the same	11%	14%	15%	11%	12%	7%	7%	8%	7%	10%	10%	12%	20%	21%	30%	34%
Somewhat lower	3%	4%	4%	3%	1%	4%	3%	3%	4%	8%	10%	3%	16%	10%	8%	11%
Much lower	1%	2%	2%	1%	2%	1%	1%	1%	1%	2%	2%	1%	3%	1%	2%	2%
Not applicable	4%	3%	4%	4%	3%	3%	4%	4%	4%	4%	4%	3%	3%	4%	2%	5%
Don't know	3%	3%	4%	3%	1%	2%	1%	2%	2%	2%	2%	1%	1%	1%	3%	3%
<i>Higher (Net)</i>	79%	74%	73%	79%	80%	83%	84%	81%	83%	74%	72%	80%	56%	62%	56%	45%
<i>Lower (Net)</i>	4%	6%	5%	4%	4%	5%	5%	4%	5%	10%	12%	4%	20%	11%	10%	14%

e. Electricity

	11/9-10, 2021	1/4-1/5, 2022	1/18-19, 2022	2/15-16, 2022	3/15-16, 2022	4/12-13, 2022	5/10-11, 2022	6/22-23, 2022	7/19-20, 2022	8/16-17, 2022	9/13-14, 2022	8/15-16, 2023	1/23-24, 2024	6/11-12, 2024	2/25-26, 2025	5/21-22, 2025
Much higher	17%	17%	21%	25%	23%	21%	23%	25%	25%	27%	27%	34%	27%	26%	30%	19%
Somewhat higher	34%	36%	34%	35%	34%	36%	35%	37%	35%	34%	35%	32%	43%	34%	35%	33%
About the same	38%	38%	36%	28%	31%	34%	32%	28%	29%	28%	27%	24%	20%	29%	24%	34%
Somewhat lower	4%	3%	2%	4%	4%	4%	2%	4%	3%	5%	2%	2%	2%	3%	4%	6%
Much lower	1%	1%	1%	1%	3%	1%	3%	1%	1%	1%	1%	2%	1%	1%	1%	1%
Not applicable	2%	1%	2%	3%	3%	1%	2%	3%	2%	2%	3%	2%	2%	3%	2%	3%
Don't know	5%	5%	3%	5%	3%	3%	3%	3%	5%	3%	5%	3%	4%	3%	5%	5%
<i>Higher (Net)</i>	51%	52%	55%	60%	57%	57%	58%	61%	60%	61%	62%	67%	71%	60%	65%	52%
<i>Lower (Net)</i>	5%	3%	4%	5%	7%	5%	5%	5%	5%	6%	3%	4%	3%	5%	5%	7%



PUBLIC POLL FINDINGS AND METHODOLOGY

7. Thinking about the prices you have paid for the following in recent weeks, do they generally seem higher, lower, or about the same as in the start of this year? *(Continued)*

f. Food at restaurants

	11/9-10, 2021	1/4-1/5, 2022	1/18-19, 2022	2/15-16, 2022	3/15-16, 2022	4/12-13, 2022	5/10-11, 2022	6/22-23, 2022	7/19-20, 2022	8/16-17, 2022	9/13-14, 2022	8/15-16, 2023	1/23-24, 2024	6/11-12, 2024	2/25-26, 2025	5/21-22, 2025
Much higher	18%	21%	27%	31%	23%	30%	29%	33%	30%	30%	30%	40%	39%	38%	38%	30%
Somewhat higher	41%	42%	37%	39%	40%	39%	43%	37%	41%	39%	44%	38%	39%	38%	35%	34%
About the same	27%	21%	21%	18%	22%	19%	18%	17%	15%	16%	14%	15%	15%	16%	16%	24%
Somewhat lower	3%	4%	3%	2%	5%	3%	4%	3%	3%	4%	4%	1%	2%	4%	4%	4%
Much lower	2%	1%	3%	1%	3%	3%	2%	3%	2%	1%	2%	1%	1%	2%	2%	2%
Not applicable	4%	6%	4%	4%	5%	3%	3%	4%	4%	5%	4%	2%	2%	2%	1%	2%
Don't know	5%	5%	5%	5%	3%	4%	3%	4%	4%	5%	4%	3%	2%	1%	3%	3%
<i>Higher (Net)</i>	59%	63%	64%	70%	63%	69%	71%	69%	71%	68%	73%	78%	78%	76%	73%	64%
<i>Lower (Net)</i>	4%	5%	6%	4%	7%	6%	6%	6%	6%	5%	6%	3%	3%	5%	6%	6%

g. Clothing

	11/9-10, 2021	12/7-8, 2021	1/4-1/5, 2022	1/18-19, 2022	2/15-16, 2022	8/15-16, 2023	1/23-24, 2024	6/11-12, 2024	2/25-26, 2025	5/21-22, 2025
Much higher	12%	13%	14%	15%	17%	25%	21%	19%	22%	16%
Somewhat higher	34%	31%	32%	33%	31%	37%	40%	36%	34%	34%
About the same	35%	36%	35%	33%	31%	27%	28%	32%	31%	32%
Somewhat lower	4%	5%	5%	4%	3%	2%	3%	4%	4%	5%
Much lower	2%	3%	1%	2%	1%	1%	*	2%	1%	2%
Not applicable	5%	5%	5%	5%	6%	4%	4%	4%	3%	5%
Don't know	8%	7%	8%	7%	11%	3%	3%	3%	6%	6%
<i>Higher (Net)</i>	46%	44%	46%	48%	48%	62%	62%	55%	55%	50%
<i>Lower (Net)</i>	6%	8%	6%	6%	4%	3%	4%	6%	6%	7%



PUBLIC POLL FINDINGS AND METHODOLOGY

7. Thinking about the prices you have paid for the following in recent weeks, do they generally seem higher, lower, or about the same as in the start of this year? *(Continued)*

h. Entertainment

	11/9-10, 2021	12/7-8, 2021	1/4-1/5, 2022	1/18-19, 2022	2/15-16, 2022	8/15-16, 2023	1/23-24, 2024	6/11-12, 2024	2/25-26, 2025	5/21-22, 2025
Much higher	15%	14%	14%	16%	17%	25%	26%	22%	26%	18%
Somewhat higher	25%	28%	28%	26%	28%	33%	34%	36%	32%	28%
About the same	35%	31%	33%	31%	29%	27%	26%	26%	26%	30%
Somewhat lower	4%	5%	3%	4%	3%	2%	2%	5%	4%	6%
Much lower	2%	3%	2%	3%	1%	1%	1%	1%	1%	2%
Not applicable	10%	11%	10%	10%	9%	8%	6%	5%	6%	8%
Don't know	9%	9%	10%	10%	12%	4%	4%	5%	5%	7%
Higher (Net)	41%	41%	42%	42%	45%	58%	61%	58%	58%	47%
Lower (Net)	6%	7%	5%	7%	5%	4%	3%	6%	5%	8%

i. Your total household expenses (rent/mortgage, utilities, maintenance, etc.)

	11/9-10, 2021	1/4-1/5, 2022	1/18-19, 2022	2/15-16, 2022	3/15-16, 2022	4/12-13, 2022	5/10-11, 2022	6/22-23, 2022	7/19-20, 2022	8/16-17, 2022	9/13-14, 2022	6/21-22, 2023	8/15-16, 2023	1/23-24, 2024	6/11-12, 2024	2/25-26, 2025	5/21-22, 2025
Much higher	19%	18%	23%	29%	24%	22%	23%	27%	24%	29%	26%	23%	32%	31%	26%	31%	19%
Somewhat higher	31%	35%	36%	35%	34%	36%	36%	38%	36%	36%	38%	39%	38%	39%	39%	38%	39%
About the same	41%	39%	31%	27%	31%	34%	30%	26%	31%	26%	27%	29%	22%	23%	26%	22%	33%
Somewhat lower	2%	4%	4%	3%	7%	4%	5%	5%	2%	4%	3%	3%	2%	2%	3%	4%	3%
Much lower	1%	1%	2%	1%	2%	2%	2%	1%	1%	2%	2%	1%	1%	1%	3%	2%	1%
Not applicable	3%	1%	2%	2%	2%	1%	2%	1%	3%	1%	2%	2%	2%	2%	2%	1%	1%
Don't know	4%	3%	2%	3%	1%	2%	2%	2%	3%	2%	2%	3%	3%	1%	2%	3%	4%
Higher (Net)	49%	53%	58%	64%	57%	58%	60%	65%	60%	65%	64%	62%	70%	70%	65%	68%	58%
Lower (Net)	3%	5%	6%	4%	9%	6%	7%	6%	3%	6%	5%	4%	3%	3%	6%	6%	4%



PUBLIC POLL FINDINGS AND METHODOLOGY

7. Thinking about the prices you have paid for the following in recent weeks, do they generally seem higher, lower, or about the same as in the start of this year? *(Continued)*

j. Home heating or air conditioning expenses

	6/11-12, 2024	5/21-22, 2025
Much higher	26%	17%
Somewhat higher	33%	31%
About the same	27%	36%
Somewhat lower	4%	5%
Much lower	3%	1%
Not applicable	3%	4%
Don't know	4%	6%
Higher (Net)	59%	48%
Lower (Net)	6%	6%

8. Thinking about the past six months, have any of the following happened to you or someone in your household?

	8/2-3, 2022	8/30-31, 2022	9/13-14, 2022	2/28-3/1, 2023	10/24-25, 2023	3/5-6, 2024	5/21-22, 2025
Postponed or skipped a personal trip or vacation	N/A	N/A	N/A	N/A	35%	N/A	37%
Postponed or skipped needed home or car repairs to save money	28%	38%	31%	32%	27%	28%	33%
Postponed or skipped medical treatment due to cost	23%	28%	25%	26%	23%	20%	26%
Postponed or skipped care for my pet(s)	N/A	N/A	N/A	N/A	N/A	N/A	21%
I have been unable to afford the cost of medication I take regularly	N/A	20%	16%	N/A	12%	N/A	19%

**This option was "Postponed or skipped a big-ticket product purchase like a major appliance, car, or home renovation" in October 2023*

Total No Summary

	8/2-3, 2022	8/30-31, 2022	9/13-14, 2022	2/28-3/1, 2023	10/24-25, 2023	3/5-6, 2024	5/21-22, 2025
I have been unable to afford the cost of medication I take regularly	N/A	80%	84%	N/A	88%	N/A	81%
Postponed or skipped care for my pet(s)	N/A	N/A	N/A	N/A	N/A	N/A	79%
Postponed or skipped medical treatment due to cost	77%	72%	75%	74%	77%	80%	74%
Postponed or skipped needed home or car repairs to save money	72%	62%	69%	68%	73%	72%	67%
Postponed or skipped a personal trip or vacation	N/A	N/A	N/A	N/A	65%	N/A	63%

**This option was "Postponed or skipped a big-ticket product purchase like a major appliance, car, or home renovation" in October 2023*

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

Total Familiar Summary

	5/21-22, 2025
Cardinal Robert Prevost being elected as the first American Pope	70%
Ongoing problems with Air Traffic Control at Newark Airport	57%
Baseball players Pete Rose, "Shoeless" Joe Jackson, and others being reinstated and eligible for the Hall of Fame	45%
Two U.S. fighter jets falling off aircraft carriers into the sea	42%
Country music star Alan Jackson retiring from touring and playing his final show	26%

a. Cardinal Robert Prevost being elected as the first American Pope

	5/21-22, 2025
Very familiar	39%
Somewhat familiar	31%
Heard of it, but that's it	17%
Never heard of it	13%
<i>Familiar (Net)</i>	<i>70%</i>
<i>Not Familiar (Net)</i>	<i>30%</i>

b. Ongoing problems with Air Traffic Control at Newark Airport

	5/21-22, 2025
Very familiar	27%
Somewhat familiar	30%
Heard of it, but that's it	19%
Never heard of it	24%
<i>Familiar (Net)</i>	<i>57%</i>
<i>Not Familiar (Net)</i>	<i>43%</i>

c. Two U.S. fighter jets falling off aircraft carriers into the sea

	5/21-22, 2025
Very familiar	16%
Somewhat familiar	26%
Heard of it, but that's it	19%
Never heard of it	39%
<i>Familiar (Net)</i>	<i>42%</i>
<i>Not Familiar (Net)</i>	<i>58%</i>

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

- d. Baseball players Pete Rose, “Shoeless” Joe Jackson, and others being reinstated and eligible for the Hall of Fame

	5/21-22, 2025
Very familiar	20%
Somewhat familiar	26%
Heard of it, but that’s it	22%
Never heard of it	33%
<i>Familiar (Net)</i>	<i>45%</i>
<i>Not Familiar (Net)</i>	<i>55%</i>

- e. Country music star Alan Jackson retiring from touring and playing his final show

	5/21-22, 2025
Very familiar	9%
Somewhat familiar	17%
Heard of it, but that’s it	20%
Never heard of it	54%
<i>Familiar (Net)</i>	<i>26%</i>
<i>Not Familiar (Net)</i>	<i>74%</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. Cardinal Robert Prevost being elected as the first American Pope

	5/21-22, 2025
I care a lot	27%
I care a little	39%
I don’t care at all	28%
Don’t know	6%

- b. Ongoing problems with Air Traffic Control at Newark Airport

	5/21-22, 2025
I care a lot	41%
I care a little	35%
I don’t care at all	16%
Don’t know	9%



PUBLIC POLL FINDINGS AND METHODOLOGY

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? *(Continued)*

c. Two U.S. fighter jets falling off aircraft carriers into the sea

	5/21-22, 2025
I care a lot	33%
I care a little	42%
I don't care at all	16%
Don't know	9%

d. Baseball players Pete Rose, "Shoeless" Joe Jackson, and others being reinstated and eligible for the Hall of Fame

	5/21-22, 2025
I care a lot	15%
I care a little	29%
I don't care at all	49%
Don't know	7%

e. Country music star Alan Jackson retiring from touring and playing his final show

	5/21-22, 2025
I care a lot	13%
I care a little	21%
I don't care at all	56%
Don't know	10%



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

Total Agree Summary

	12/10-11, 2024	1/14-15, 2025	2/11-12, 2025	5/21-22, 2025
Tariffs on imported goods will lead to higher prices on food, electronics and other goods	64%	N/A	70%	72%
Tariffs will raise prices on goods I buy	N/A	66%	N/A	72%
I have already seen prices increasing on things I buy specifically because of proposed tariffs	N/A	N/A	43%	52%
Retailers should break out the cost of tariffs in price tags like they do with sales tax	N/A	N/A	N/A	50%
I'm uncertain what items I buy are being impacted by tariffs	N/A	N/A	N/A	49%
I support tariffs on imports from rivals like China, but not allies like Canada	39%	N/A	N/A	38%
Even if prices increase because of tariffs, it's worth it to get what we want as a country	N/A	N/A	37%	35%
It's fair for companies to pass tariff costs along to shoppers, in the form of higher prices	N/A	N/A	32%	34%
I am stocking up on items that I think will cost more if the U.S. enacts tariffs on imports	25%	N/A	26%	31%
Tariffs on imported goods will lead to more jobs in the U.S.	28%	N/A	32%	28%

a. I am stocking up on items that I think will cost more if the U.S. enacts tariffs on imports

	12/10-11, 2024	2/11-12, 2025	5/21-22, 2025
Strongly agree	8%	9%	10%
Somewhat agree	17%	17%	21%
Neither agree nor disagree	36%	32%	34%
Somewhat disagree	20%	23%	21%
Strongly disagree	19%	19%	13%
<i>Agree (Net)</i>	<i>25%</i>	<i>26%</i>	<i>31%</i>
<i>Disagree (Net)</i>	<i>39%</i>	<i>42%</i>	<i>35%</i>

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

b. Tariffs on imported goods will lead to more jobs in the U.S.

	12/10-11, 2024	2/11-12, 2025	5/21-22, 2025
Strongly agree	9%	11%	11%
Somewhat agree	19%	21%	17%
Neither agree nor disagree	38%	30%	38%
Somewhat disagree	17%	21%	15%
Strongly disagree	16%	17%	19%
<i>Agree (Net)</i>	<i>28%</i>	<i>32%</i>	<i>28%</i>
<i>Disagree (Net)</i>	<i>34%</i>	<i>38%</i>	<i>34%</i>

c. Tariffs on imported goods will lead to higher prices on food, electronics and other goods

	12/10-11, 2024	2/11-12, 2025	5/21-22, 2025
Strongly agree	35%	41%	41%
Somewhat agree	29%	29%	31%
Neither agree nor disagree	28%	20%	23%
Somewhat disagree	6%	7%	4%
Strongly disagree	2%	3%	2%
<i>Agree (Net)</i>	<i>64%</i>	<i>70%</i>	<i>72%</i>
<i>Disagree (Net)</i>	<i>8%</i>	<i>10%</i>	<i>6%</i>

d. I support tariffs on imports from rivals like China, but not allies like Canada

	12/10-11, 2024	5/21-22, 2025
Strongly agree	14%	13%
Somewhat agree	25%	25%
Neither agree nor disagree	38%	32%
Somewhat disagree	13%	15%
Strongly disagree	10%	16%
<i>Agree (Net)</i>	<i>39%</i>	<i>38%</i>
<i>Disagree (Net)</i>	<i>24%</i>	<i>31%</i>

e. Tariffs will raise prices on goods I buy

	1/14-15, 2025	5/21-22, 2025
Strongly agree	33%	39%
Somewhat agree	33%	33%
Neither agree nor disagree	23%	21%
Somewhat disagree	6%	6%
Strongly disagree	4%	2%
<i>Agree (Net)</i>	<i>66%</i>	<i>72%</i>
<i>Disagree (Net)</i>	<i>10%</i>	<i>7%</i>

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

- f. It's fair for companies to pass tariff costs along to shoppers, in the form of higher prices

	2/11-12, 2025	5/21-22, 2025
Strongly agree	7%	11%
Somewhat agree	25%	23%
Neither agree nor disagree	30%	34%
Somewhat disagree	18%	17%
Strongly disagree	20%	15%
<i>Agree (Net)</i>	<i>32%</i>	<i>34%</i>
<i>Disagree (Net)</i>	<i>38%</i>	<i>33%</i>

- g. Even if prices increase because of tariffs, it's worth it to get what we want as a country

	2/11-12, 2025	5/21-22, 2025
Strongly agree	16%	13%
Somewhat agree	21%	21%
Neither agree nor disagree	28%	30%
Somewhat disagree	16%	15%
Strongly disagree	19%	20%
<i>Agree (Net)</i>	<i>37%</i>	<i>35%</i>
<i>Disagree (Net)</i>	<i>35%</i>	<i>35%</i>

- h. I have already seen prices increasing on things I buy specifically because of proposed tariffs

	2/11-12, 2025	5/21-22, 2025
Strongly agree	19%	25%
Somewhat agree	24%	27%
Neither agree nor disagree	32%	31%
Somewhat disagree	13%	11%
Strongly disagree	11%	6%
<i>Agree (Net)</i>	<i>43%</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>24%</i>	<i>16%</i>

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

- i. Retailers should break out the cost of tariffs in price tags like they do with sales tax

	5/21-22, 2025
Strongly agree	24%
Somewhat agree	26%
Neither agree nor disagree	35%
Somewhat disagree	8%
Strongly disagree	7%
<i>Agree (Net)</i>	<i>50%</i>
<i>Disagree (Net)</i>	<i>15%</i>

- j. I'm uncertain what items I buy are being impacted by tariffs

	5/21-22, 2025
Strongly agree	14%
Somewhat agree	34%
Neither agree nor disagree	30%
Somewhat disagree	13%
Strongly disagree	8%
<i>Agree (Net)</i>	<i>49%</i>
<i>Disagree (Net)</i>	<i>21%</i>

12. Which of the following words do you most associate with the idea of freedom? You may select up to three.

	5/21-22, 2025
Independence	44%
Constitutional rights	37%
Liberty	37%
Ability to make personal choices	32%
Equality	31%
Opportunity	24%
Ability to succeed on your own merit	14%
Security	14%
Absence of government interference	12%
Autonomy	12%
Flexibility	6%
Sovereignty	5%
Innovation	4%
Other	1%
None of the above	4%

13. When thinking about your privacy, which types of data about you do you believe are most important to keep private? To what extent do you agree or disagree with the following statements?

Total Agree Summary

	5/21-22, 2025
Democracy is essential to having personal freedom	71%
Freedom means honoring our country and the sacrifices made for it	68%
Sometimes when someone is exercising their freedom, it negatively affects others	64%
Freedom is best achieved without government regulation and interference	53%
Freedom means being able to do what you want without anyone stopping you	47%

- a. Democracy is essential to having personal freedom

	5/21-22, 2025
Strongly agree	43%
Somewhat agree	27%
Neither agree nor disagree	19%
Somewhat disagree	5%
Strongly disagree	2%
<i>Agree (Net)</i>	<i>71%</i>
<i>Disagree (Net)</i>	<i>7%</i>

- b. Freedom means honoring our country and the sacrifices made for it

	5/21-22, 2025
Strongly agree	38%
Somewhat agree	30%
Neither agree nor disagree	21%
Somewhat disagree	6%
Strongly disagree	4%
<i>Agree (Net)</i>	<i>68%</i>
<i>Disagree (Net)</i>	<i>10%</i>

13. When thinking about your privacy, which types of data about you do you believe are most important to keep private? To what extent do you agree or disagree with the following statements? *(Continued)*

c. Freedom is best achieved without government regulation and interference

	5/21-22, 2025
Strongly agree	22%
Somewhat agree	31%
Neither agree nor disagree	29%
Somewhat disagree	11%
Strongly disagree	5%
<i>Agree (Net)</i>	53%
<i>Disagree (Net)</i>	16%

d. Sometimes when someone is exercising their freedom, it negatively affects others

	5/21-22, 2025
Strongly agree	24%
Somewhat agree	40%
Neither agree nor disagree	26%
Somewhat disagree	4%
Strongly disagree	4%
<i>Agree (Net)</i>	64%
<i>Disagree (Net)</i>	8%

e. Freedom means being able to do what you want without anyone stopping you

	5/21-22, 2025
Strongly agree	22%
Somewhat agree	25%
Neither agree nor disagree	22%
Somewhat disagree	18%
Strongly disagree	13%
<i>Agree (Net)</i>	47%
<i>Disagree (Net)</i>	30%



PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are some of the findings of the one hundred and eighteenth wave of an Ipsos poll conducted between May 21-22, 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



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
- 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





PUBLIC POLL FINDINGS AND METHODOLOGY

- The one hundred and eighteenth wave was conducted May 21-22, 2025 among 1,085 adults

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-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, one hundred and fifteenth, one hundred and sixteenth, and one hundred and seventeenth, and one hundred and eighteenth waves of this study have a credibility interval of 3.6 percentage points.





PUBLIC POLL FINDINGS AND METHODOLOGY

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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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