



## TOPLINE & METHODOLOGY

### Axios/CLYDE/Ipsos Survey

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

*Interview dates: May 30 – June 1, 2025*

*Number of interviews: 1,024*

*Number of Republican interviews: 267*

*Number of Democrat interviews: 334*

*Number of independent interviews: 310*

*Margin of error: +/- 3.3 percentage points at the 95% confidence level for all respondents*

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

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

*Margin of error: +/- 6.1 percentage points at the 95% confidence level for independent respondents*

**NOTE:** All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

**NOTE:** \* = less than 0.5%, - = no respondents, N/A = not applicable

#### Annotated Questionnaire:

- Generally speaking, how appropriate or inappropriate do you believe it is for companies to publicly comment on political or social issues?

	<b>Total (N=1,024)</b>	<b>Republican (N=267)</b>	<b>Democrat (N=334)</b>	<b>Independent (N=310)</b>
Very appropriate	7%	3%	13%	4%
Somewhat appropriate	14%	7%	25%	11%
Neither appropriate nor inappropriate	32%	24%	32%	33%
Somewhat inappropriate	23%	27%	17%	28%
Very inappropriate	24%	38%	13%	25%
Skipped	1%	-	*	*
<i>Appropriate (Net)</i>	<i>20%</i>	<i>11%</i>	<i>38%</i>	<i>14%</i>
<i>Inappropriate (Net)</i>	<i>47%</i>	<i>65%</i>	<i>30%</i>	<i>52%</i>

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2. How much attention do you pay, if any, when a company makes a public statement about the following's policies or actions, regardless of whether or not you may agree with them?

### Total A Great Deal Summary

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
President Donald Trump	21%	25%	25%	16%
The Supreme Court of the United States	19%	16%	29%	17%
The Republican Party	17%	22%	19%	13%
The Democratic Party	15%	9%	30%	12%

#### a. President Donald Trump

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
A great deal of attention	21%	25%	25%	16%
A fair amount of attention	29%	28%	36%	27%
Not much attention	27%	24%	20%	33%
No attention at all	22%	22%	19%	23%
Skipped	1%	1%	-	1%

#### b. The Democratic Party

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
A great deal of attention	15%	9%	30%	12%
A fair amount of attention	29%	23%	41%	29%
Not much attention	28%	31%	17%	31%
No attention at all	26%	37%	11%	27%
Skipped	2%	1%	*	1%

#### c. The Republican Party

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
A great deal of attention	17%	22%	19%	13%
A fair amount of attention	31%	35%	35%	29%
Not much attention	28%	20%	25%	35%
No attention at all	22%	21%	21%	22%
Skipped	2%	1%	-	1%

#### d. The Supreme Court of the United States

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
A great deal of attention	19%	16%	29%	17%
A fair amount of attention	34%	36%	38%	31%
Not much attention	28%	26%	22%	31%
No attention at all	18%	20%	11%	20%
Skipped	1%	1%	-	1%

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3. In the past month, have you done any of the following, or not?

### Total Yes Summary

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Completely stopped purchasing from a company because of their stance on politics or current events	30%	24%	40%	29%
Reduced spending to protest a company's stance on politics or current events	30%	24%	42%	28%
Went out of your way to make purchases from a company because of their stance on politics or current events	21%	15%	31%	17%
Contact or visit a public official – at any level of government – to express your opinion	14%	10%	18%	17%
Shared or commented on something on social media attacking a company	10%	8%	13%	10%
Attended a protest	7%	3%	10%	7%

### Trended Yes Summary

	<b>Total May 30-Jun 1, 2025 (N=1,024)</b>	<b>Total Feb 28-Mar 2, 2025 (N=1,025)</b>	<b>Total Feb 12-16, 2025 (N=1,026)</b>
Reduced spending to protest a company's stance on politics or current events	30%	24%	29%
Completely stopped purchasing from a company because of their stance on politics or current events	30%	21%	31%
Went out of your way to make purchases from a company because of their stance on politics or current events	21%	16%	20%
Contact or visit a public official – at any level of government – to express your opinion	14%	11%	N/A
Shared or commented on something on social media attacking a company	10%	9%	10%
Attended a protest	7%	4%	3%

\* Feb 28-Mar 2, 2025 wording: Made a call or sent a letter or email to a public official

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3. In the past month, have you done any of the following, or not? *(Continued)*

a. Completely stopped purchasing from a company because of their stance on politics or current events

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Yes	30%	24%	40%	29%
No	69%	76%	60%	70%
Skipped	1%	*	-	1%

b. Reduced spending to protest a company's stance on politics or current events

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Yes	30%	24%	42%	28%
No	69%	75%	58%	71%
Skipped	1%	*	*	1%

c. Went out of your way to make purchases from a company because of their stance on politics or current events

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Yes	21%	15%	31%	17%
No	78%	84%	69%	82%
Skipped	1%	*	-	1%

d. Shared or commented on something on social media attacking a company

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Yes	10%	8%	13%	10%
No	89%	92%	86%	89%
Skipped	1%	1%	*	1%

e. Attended a protest

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Yes	7%	3%	10%	7%
No	92%	96%	90%	93%
Skipped	1%	1%	-	*

f. Contact or visit a public official – at any level of government – to express your opinion

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Yes	14%	10%	18%	17%
No	84%	90%	82%	82%
Skipped	1%	*	-	2%

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

Total Agree Summary

	Total	Republican	Democrat	Independent
Companies have a responsibility to speak out on issues that may impact their employees	58%	45%	75%	57%
If a company takes a stand on an issue that I don't agree with, I am less likely to buy their products or use their services	53%	58%	60%	50%
I think companies should remain neutral on political issues	51%	69%	35%	55%
Companies have a responsibility to speak out on issues that may impact their customers	49%	33%	68%	49%
If a company takes a stand on an issue, they should stick by their decision, even if it makes some consumers angry	45%	45%	48%	45%
Companies participating in activism on social media is the right thing to do	18%	8%	35%	14%

Trended Total Agree Summary

	5/31-6/1, 2025**	1/14-15, 2025	1/23-24, 2024	6/6-7, 2023	6/22-23, 2022	6/7-8, 2022	6/22-23, 2021
If a corporation takes a stand on an issue that I don't agree with, I'm less likely to buy their products or use their services*	53%	52%	42%	(N=554) 48%	N/A	(N=559) 42%	54%
I think companies should remain neutral on political issues	51%	63%	N/A	(N=554) 58%	N/A	(N=559) 53%	(N=588) 56%
Companies participating on activism on social media is the right thing to do	18%	26%	N/A	28%	30%	29%	32%

\* Previous Wording: If a corporation takes a stand on a **political** issue that I don't agree with, I'm less likely to buy their products or use their services

\*\* Previous waves are from the Ipsos Consumer Tracker, conducted via opt-in, online panels. Mode effects may apply, interpret caution when comparing with May 2025 data

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### 4. How much do you agree or disagree with the following statements? *(Continued)*

#### a. I think companies should remain neutral on political issues

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Strongly agree	28%	46%	15%	30%
Somewhat agree	23%	23%	20%	25%
Neither agree nor disagree	31%	24%	35%	31%
Somewhat disagree	11%	4%	19%	10%
Strongly disagree	5%	2%	10%	3%
Skipped	2%	1%	1%	1%
<i>Agree (Net)</i>	<i>51%</i>	<i>69%</i>	<i>35%</i>	<i>55%</i>
<i>Disagree (Net)</i>	<i>16%</i>	<i>6%</i>	<i>29%</i>	<i>13%</i>

#### b. Companies participating in activism on social media is the right thing to do

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Strongly agree	6%	3%	11%	4%
Somewhat agree	13%	5%	24%	9%
Neither agree nor disagree	40%	28%	44%	44%
Somewhat disagree	17%	22%	13%	17%
Strongly disagree	22%	41%	7%	24%
Skipped	2%	1%	1%	1%
<i>Agree (Net)</i>	<i>18%</i>	<i>8%</i>	<i>35%</i>	<i>14%</i>
<i>Disagree (Net)</i>	<i>40%</i>	<i>63%</i>	<i>20%</i>	<i>41%</i>

#### c. If a company takes a stand on an issue, they should stick by their decision, even if it makes some consumers angry

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Strongly agree	19%	20%	19%	19%
Somewhat agree	26%	25%	29%	26%
Neither agree nor disagree	39%	35%	40%	41%
Somewhat disagree	8%	10%	9%	6%
Strongly disagree	6%	9%	2%	7%
Skipped	2%	1%	1%	*
<i>Agree (Net)</i>	<i>45%</i>	<i>45%</i>	<i>48%</i>	<i>45%</i>
<i>Disagree (Net)</i>	<i>14%</i>	<i>19%</i>	<i>11%</i>	<i>13%</i>

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### 4. How much do you agree or disagree with the following statements? *(Continued)*

- d. If a company takes a stand on an issue that I don't agree with, I am less likely to buy their products or use their services

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Strongly agree	23%	24%	27%	19%
Somewhat agree	31%	34%	33%	31%
Neither agree nor disagree	32%	28%	27%	38%
Somewhat disagree	8%	9%	6%	8%
Strongly disagree	5%	4%	6%	3%
Skipped	2%	1%	1%	*
<i>Agree (Net)</i>	<b>53%</b>	<b>58%</b>	<b>60%</b>	<b>50%</b>
<i>Disagree (Net)</i>	<b>13%</b>	<b>13%</b>	<b>12%</b>	<b>12%</b>

- e. Companies have a responsibility to speak out on issues that may impact their employees

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Strongly agree	25%	16%	38%	22%
Somewhat agree	33%	29%	37%	36%
Neither agree nor disagree	27%	30%	20%	27%
Somewhat disagree	6%	12%	3%	6%
Strongly disagree	7%	12%	1%	10%
Skipped	2%	1%	1%	*
<i>Agree (Net)</i>	<b>58%</b>	<b>45%</b>	<b>75%</b>	<b>57%</b>
<i>Disagree (Net)</i>	<b>14%</b>	<b>24%</b>	<b>4%</b>	<b>15%</b>

- f. How much do you agree or disagree with the following statements? Companies have a responsibility to speak out on issues that may impact their customers

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Strongly agree	19%	12%	27%	17%
Somewhat agree	31%	22%	41%	32%
Neither agree nor disagree	29%	33%	25%	29%
Somewhat disagree	9%	15%	5%	9%
Strongly disagree	10%	17%	2%	12%
Skipped	2%	1%	1%	1%
<i>Agree (Net)</i>	<b>49%</b>	<b>33%</b>	<b>68%</b>	<b>49%</b>
<i>Disagree (Net)</i>	<b>19%</b>	<b>32%</b>	<b>7%</b>	<b>21%</b>

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5. When thinking about a company publicly commenting on an issue, does the specific type of issue impact whether you think it is appropriate or not for them to speak out?

	Total	Republican	Democrat	Independent
Yes, the specific issue matters a lot	32%	32%	38%	30%
Yes, the specific issue matters a little	23%	23%	27%	22%
No, the specific issue does not matter	24%	29%	16%	30%
Don't know	19%	14%	19%	17%
Skipped	2%	2%	-	*
<b>Yes (Net)</b>	<b>55%</b>	<b>55%</b>	<b>65%</b>	<b>52%</b>

6. When a company publicly comments on the following, whether positively or negatively, what impact, if any, does that have on your level of trust in the company?

### Total Increases Trust Summary

	Total	Republican	Democrat	Independent
Economic issues (e.g., inflation, taxes)	24%	21%	30%	27%
Trade policy (e.g., tariffs)	23%	17%	31%	24%
Diversity, equity, and inclusion policies or actions	23%	9%	39%	22%
A policy or action by the Trump administration	19%	18%	24%	16%
Immigration	18%	15%	29%	15%
LGBTQ rights	18%	4%	35%	16%
Politics in general	13%	10%	22%	8%

### a. A policy or action by the Trump administration

	Total	Republican	Democrat	Independent
Significantly increases trust	6%	7%	8%	5%
Somewhat increases trust	13%	11%	17%	12%
Makes no difference	30%	34%	24%	33%
Somewhat decreases trust	13%	17%	10%	15%
Significantly decreases trust	16%	12%	20%	17%
Don't know	20%	16%	21%	18%
Skipped	2%	3%	1%	1%
<b>Increases trust (Net)</b>	<b>19%</b>	<b>18%</b>	<b>24%</b>	<b>16%</b>
<b>Decreases trust (Net)</b>	<b>29%</b>	<b>30%</b>	<b>30%</b>	<b>32%</b>



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6. When a company publicly comments on the following, whether positively or negatively, what impact, if any, does that have on your level of trust in the company? *(Continued)*

b. Economic issues (e.g., inflation, taxes)

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Significantly increases trust	7%	5%	9%	7%
Somewhat increases trust	18%	16%	21%	20%
Makes no difference	39%	44%	38%	38%
Somewhat decreases trust	10%	12%	9%	9%
Significantly decreases trust	7%	10%	5%	8%
Don't know	17%	12%	17%	17%
Skipped	2%	2%	1%	1%
<i>Increases trust (Net)</i>	<i>24%</i>	<i>21%</i>	<i>30%</i>	<i>27%</i>
<i>Decreases trust (Net)</i>	<i>18%</i>	<i>22%</i>	<i>14%</i>	<i>17%</i>

c. Trade policy (e.g., tariffs)

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Significantly increases trust	6%	4%	7%	8%
Somewhat increases trust	17%	13%	24%	17%
Makes no difference	38%	44%	34%	38%
Somewhat decreases trust	11%	13%	9%	13%
Significantly decreases trust	7%	9%	5%	7%
Don't know	19%	15%	19%	16%
Skipped	3%	2%	1%	1%
<i>Increases trust (Net)</i>	<i>23%</i>	<i>17%</i>	<i>31%</i>	<i>24%</i>
<i>Decreases trust (Net)</i>	<i>18%</i>	<i>22%</i>	<i>14%</i>	<i>20%</i>

d. Immigration

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Significantly increases trust	5%	4%	10%	2%
Somewhat increases trust	13%	11%	19%	12%
Makes no difference	33%	29%	30%	39%
Somewhat decreases trust	13%	15%	9%	15%
Significantly decreases trust	14%	24%	8%	12%
Don't know	20%	14%	23%	18%
Skipped	2%	2%	1%	1%
<i>Increases trust (Net)</i>	<i>18%</i>	<i>15%</i>	<i>29%</i>	<i>15%</i>
<i>Decreases trust (Net)</i>	<i>27%</i>	<i>39%</i>	<i>17%</i>	<i>28%</i>

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6. When a company publicly comments on the following, whether positively or negatively, what impact, if any, does that have on your level of trust in the company? *(Continued)*

e. LGBTQ rights

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Significantly increases trust	6%	2%	13%	4%
Somewhat increases trust	12%	3%	22%	12%
Makes no difference	33%	31%	28%	39%
Somewhat decreases trust	11%	13%	7%	13%
Significantly decreases trust	18%	35%	7%	16%
Don't know	18%	14%	22%	15%
Skipped	3%	3%	1%	1%
<i>Increases trust (Net)</i>	<i>18%</i>	<i>4%</i>	<i>35%</i>	<i>16%</i>
<i>Decreases trust (Net)</i>	<i>29%</i>	<i>48%</i>	<i>14%</i>	<i>28%</i>

f. Diversity, equity, and inclusion policies or actions

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Significantly increases trust	10%	4%	18%	9%
Somewhat increases trust	13%	5%	21%	13%
Makes no difference	30%	31%	24%	36%
Somewhat decreases trust	10%	15%	8%	8%
Significantly decreases trust	17%	30%	8%	17%
Don't know	17%	13%	20%	15%
Skipped	2%	2%	1%	1%
<i>Increases trust (Net)</i>	<i>23%</i>	<i>9%</i>	<i>39%</i>	<i>22%</i>
<i>Decreases trust (Net)</i>	<i>27%</i>	<i>45%</i>	<i>15%</i>	<i>25%</i>

g. Politics in general

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Significantly increases trust	3%	5%	4%	1%
Somewhat increases trust	9%	5%	18%	7%
Makes no difference	34%	36%	33%	33%
Somewhat decreases trust	18%	21%	12%	22%
Significantly decreases trust	14%	19%	8%	17%
Don't know	20%	12%	24%	18%
Skipped	2%	2%	1%	2%
<i>Increases trust (Net)</i>	<i>13%</i>	<i>10%</i>	<i>22%</i>	<i>8%</i>
<i>Decreases trust (Net)</i>	<i>31%</i>	<i>40%</i>	<i>19%</i>	<i>39%</i>

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7. When a company publicly speaks out about a political issue, what do you believe is their main reason for doing so?

	Total	Republican	Democrat	Independent
Potential for financial gains	31%	29%	28%	38%
Attempting to appeal to certain customers	28%	31%	27%	29%
Attempting to improve their image	24%	23%	27%	26%
Responding to pressure from the public or media	20%	26%	17%	21%
To appeal to President Trump or Republican policymakers	13%	5%	24%	12%
Genuine concern for the issue or societal impact	12%	6%	18%	12%
To appeal to Democratic policymakers	7%	15%	2%	5%
Responding to employee pressure	5%	6%	4%	5%
Other	2%	2%	1%	2%
Don't know	15%	11%	15%	13%
Skipped	2%	2%	*	1%

8. When the following publicly voices support for a policy or action by the Trump administration, does it make you view them more or less favorably, or does it make no difference?

### Total More Favorably Summary

	Total	Republican	Democrat	Independent
A small business	22%	47%	6%	17%
A large company or brand	19%	43%	5%	15%
A college or university	18%	40%	6%	14%

### a. A small business

	Total	Republican	Democrat	Independent
Much more favorably	10%	23%	1%	6%
Somewhat more favorably	12%	24%	4%	11%
No difference	28%	35%	16%	28%
Somewhat less favorably	14%	6%	16%	20%
Much less favorably	27%	5%	55%	24%
Don't know	8%	6%	6%	9%
Skipped	2%	2%	1%	1%
<i>More favorably (Net)</i>	<i>22%</i>	<i>47%</i>	<i>6%</i>	<i>17%</i>
<i>Less favorably (Net)</i>	<i>40%</i>	<i>11%</i>	<i>71%</i>	<i>45%</i>

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8. When the following publicly voices support for a policy or action by the Trump administration, does it make you view them more or less favorably, or does it make no difference? (*Continued*)

b. A large company or brand

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Much more favorably	8%	20%	1%	4%
Somewhat more favorably	11%	23%	3%	11%
No difference	29%	37%	16%	29%
Somewhat less favorably	12%	7%	14%	18%
Much less favorably	29%	6%	58%	27%
Don't know	8%	5%	6%	9%
Skipped	2%	1%	1%	1%
<i>More favorably (Net)</i>	<i>19%</i>	<i>43%</i>	<i>5%</i>	<i>15%</i>
<i>Less favorably (Net)</i>	<i>42%</i>	<i>13%</i>	<i>72%</i>	<i>45%</i>

c. A college or university

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Much more favorably	9%	20%	3%	5%
Somewhat more favorably	10%	20%	3%	9%
No difference	30%	39%	14%	32%
Somewhat less favorably	12%	6%	16%	17%
Much less favorably	29%	7%	58%	26%
Don't know	9%	7%	5%	10%
Skipped	2%	1%	1%	1%
<i>More favorably (Net)</i>	<i>18%</i>	<i>40%</i>	<i>6%</i>	<i>14%</i>
<i>Less favorably (Net)</i>	<i>41%</i>	<i>12%</i>	<i>74%</i>	<i>43%</i>

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9. When the following publicly voices criticism for a policy or action by the Trump administration, does it make you view them more or less favorably, or does it make no difference?

### Total More Favorably Summary

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
A small business	36%	9%	68%	35%
A college or university	34%	9%	68%	32%
A large company or brand	32%	6%	66%	30%

#### a. A small business

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Much more favorably	22%	4%	47%	20%
Somewhat more favorably	13%	5%	21%	15%
No difference	28%	31%	18%	32%
Somewhat less favorably	12%	23%	4%	11%
Much less favorably	13%	29%	3%	11%
Don't know	8%	6%	6%	10%
Skipped	2%	2%	1%	1%
<i>More favorably (Net)</i>	<b>36%</b>	<b>9%</b>	<b>68%</b>	<b>35%</b>
<i>Less favorably (Net)</i>	<b>26%</b>	<b>52%</b>	<b>7%</b>	<b>22%</b>

#### b. A large company or brand

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Much more favorably	20%	3%	45%	16%
Somewhat more favorably	12%	3%	21%	14%
No difference	28%	28%	19%	34%
Somewhat less favorably	13%	23%	5%	11%
Much less favorably	16%	35%	3%	13%
Don't know	9%	6%	6%	11%
Skipped	2%	2%	1%	1%
<i>More favorably (Net)</i>	<b>32%</b>	<b>6%</b>	<b>66%</b>	<b>30%</b>
<i>Less favorably (Net)</i>	<b>29%</b>	<b>58%</b>	<b>8%</b>	<b>23%</b>

#### c. A college or university

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Much more favorably	23%	5%	49%	19%
Somewhat more favorably	12%	4%	19%	13%
No difference	26%	23%	18%	33%
Somewhat less favorably	10%	16%	4%	9%
Much less favorably	19%	44%	3%	14%
Don't know	9%	6%	6%	10%
Skipped	2%	1%	1%	1%
<i>More favorably (Net)</i>	<b>34%</b>	<b>9%</b>	<b>68%</b>	<b>32%</b>
<i>Less favorably (Net)</i>	<b>29%</b>	<b>60%</b>	<b>7%</b>	<b>23%</b>



## TOPLINE & METHODOLOGY

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

### Total Yes Summary

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Had to delay making a purchase because you didn't have the money	36%	30%	38%	34%
Seen grocery or gasoline costs go down	25%	42%	10%	27%
Been unable to pay a bill on time	18%	13%	21%	18%
Had to go into debt or use retirement savings to make ends meet	15%	11%	19%	15%
Received a pay raise or gotten a new, higher paying job	13%	14%	14%	11%

### Trended Yes Summary

	<b>Axios/CLYDE /Ipsos 5/30-6/1, 2025</b>	<b>Reuters/Ipsos, 4/4-6, 2025</b>	<b>Ipsos, 2/14-16, 2025</b>	<b>Ipsos, 11/12-19, 2024</b>	<b>Ipsos, 9/25-30, 2024</b>	<b>Ipsos, 8/2- 7, 2024</b>
Had to delay making a purchase because you didn't have the money	36%	39%	37%	42%	39%	42%
Been unable to pay a bill on time	18%	21%	17%	24%	22%	22%
Had to go into debt or use retirement savings to make ends meet	15%	16%	16%	20%	18%	21%
Received a pay raise or gotten a new, higher paying job	13%	16%	13%	13%	12%	15%
Seen grocery or gasoline costs go down	25%	21%	13%	29%	32%	16%

#### a. Had to delay making a purchase because you didn't have the money

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Yes	36%	30%	38%	34%
No	60%	66%	59%	62%
Don't know	4%	3%	3%	3%
Skipped	1%	*	-	*

## TOPLINE & METHODOLOGY

10. In the last three months, have you... *(Continued)*

b. Been unable to pay a bill on time

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Yes	18%	13%	21%	18%
No	78%	83%	76%	80%
Don't know	3%	2%	3%	2%
Skipped	1%	1%	-	*

c. Had to go into debt or use retirement savings to make ends meet

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Yes	15%	11%	19%	15%
No	81%	86%	78%	82%
Don't know	3%	2%	3%	2%
Skipped	1%	1%	-	1%

d. Received a pay raise or gotten a new, higher paying job

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Yes	13%	14%	14%	11%
No	82%	82%	83%	85%
Don't know	4%	3%	2%	3%
Skipped	1%	1%	1%	1%

e. Seen grocery or gasoline costs go down

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Yes	25%	42%	10%	27%
No	66%	48%	85%	66%
Don't know	8%	10%	5%	6%
Skipped	1%	*	-	*

11. Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election going on or not. Others aren't that interested. Would you say you follow what's going on in government and public affairs...?

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Most of the time	47%	52%	53%	47%
Only now and then	35%	36%	37%	35%
Hardly at all	16%	11%	11%	17%
Skipped	2%	1%	*	1%

## TOPLINE & METHODOLOGY

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

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
FOX News	10%	27%	3%	4%
Conservative media (Talk radio, Breitbart, Newsmax, OAN, etc.)	3%	7%	-	2%
CNN or MSNBC	6%	1%	11%	7%
ABC, CBS, or NBC News	14%	11%	20%	13%
New York Times, Washington Post, USA Today, or Wall Street Journal	5%	2%	9%	5%
Digital or online news	14%	10%	16%	18%
Your local TV news or newspaper	8%	10%	7%	7%
Public television or radio	5%	2%	6%	6%
Social media, Podcasts or YouTube	18%	19%	19%	17%
Telemundo or Univision	1%	-	1%	2%
Other	4%	4%	3%	5%
None of these	10%	7%	5%	14%
Skipped	1%	1%	*	*





## TOPLINE & METHODOLOGY

### About the Study

This Axios/CLYDE poll was conducted from May 30 to June 1, 2025, using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,024 adults age 18 or older. The sample includes 267 Republicans, 334 Democrats, and 310 independents.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult U.S. population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the U.S. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data for the total sample were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. Party ID benchmarks are from the 2024 National Public Opinion Reference Survey (NPORS). The demographic benchmarks came from the 2024 March Supplement of the Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–29, 30–44, 45–59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000–\$49,999, \$50,000–\$74,999, \$75,000–\$99,999, \$100,000–\$149,999, \$150,000+)
- Party ID (Republican, Leans Republican, Independent/Other, Democrat, Leans Democrat)

The margin of sampling error is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.15. For Republicans, the margin of sampling error is plus or minus 6.2 percentage points, and the design effect is 1.08. For Democrats, the margin of sampling error is plus or minus 5.6 percentage points, and the design effect is 1.08. For independents, the margin of sampling error is plus or minus 6.1 percentage points, and the design effect is 1.22.





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The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

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### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP [www.ipsos.com](http://www.ipsos.com)

