



## PUBLIC POLL FINDINGS AND METHODOLOGY

### Ipsos Poll on Consumer Behavior

Washington, DC, June 6, 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)	6/3-4, 2025 (N=1,080)
Very high threat	11%	15%	12%	13%	11%	11%	11%	10%
High threat	15%	17%	17%	16%	17%	15%	15%	16%
Moderate threat	30%	28%	31%	37%	29%	33%	33%	32%
Low threat	21%	17%	19%	18%	20%	17%	20%	21%
Very low threat	14%	15%	12%	7%	13%	12%	11%	12%
Don't know	8%	8%	9%	9%	10%	12%	10%	10%
<i>High Threat (Net)</i>	26%	32%	29%	30%	28%	26%	26%	26%
<i>Low Threat (Net)</i>	35%	32%	31%	25%	34%	29%	31%	32%

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	6/3-4, 2025
I'm stuck about what to do next	12%	10%	7%	9%	11%	10%	13%	10%
I have a lot of uncertainty	36%	42%	48%	46%	40%	43%	37%	42%
I have some uncertainty	37%	34%	33%	33%	32%	33%	35%	32%
I have no uncertainty	15%	13%	12%	12%	17%	14%	15%	16%

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	6/3-4, 2025
5 – Very satisfied	10%	10%	9%	9%	10%	7%	9%	10%
4	12%	15%	14%	13%	12%	15%	14%	14%
3	33%	28%	30%	30%	32%	26%	29%	29%
2	16%	16%	12%	12%	15%	18%	16%	17%
1 – Very unsatisfied	29%	31%	35%	35%	31%	34%	31%	30%
<i>Satisfied (Net)</i>	22%	26%	23%	22%	22%	22%	24%	23%
<i>Unsatisfied (Net)</i>	45%	46%	47%	47%	47%	52%	48%	48%



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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
6/3-4, 2025 (N=573)	58%	19%	23%
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%



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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 confident, if at all, are you in...?

### Total Confident Summary

	10/26-27, 2021	11/9-10, 2022	2/28-3/1, 2023	11/7-8, 2023	11/13-14, 2024	6/3-4, 2025
Getting quality healthcare	78%	70%	71%	74%	78%	70%
Starting home improvement projects	57%	48%	53%	56%	58%	61%
Buying a new car	50%	41%	48%	48%	50%	54%
Starting a new job	52%	47%	49%	48%	48%	51%
Pursuing continuing education	47%	43%	42%	45%	46%	51%
Investing in the stock market	45%	34%	38%	43%	45%	45%
Increasing your monthly spending on optional things	49%	36%	41%	44%	43%	44%
Taking out a loan	43%	35%	39%	43%	42%	42%
Buying a new home	41%	31%	34%	36%	39%	39%

### a. Investing in the stock market

	10/26-27, 2021	11/9-10, 2022	2/28-3/1, 2023	11/7-8, 2023	11/13-14, 2024	6/3-4, 2025
Very confident	15%	11%	12%	14%	13%	12%
Somewhat confident	30%	23%	26%	29%	32%	32%
Not very confident	28%	31%	31%	29%	31%	28%
Not at all confident	27%	35%	31%	29%	24%	27%
<i>Confident (Net)</i>	<i>45%</i>	<i>34%</i>	<i>38%</i>	<i>43%</i>	<i>45%</i>	<i>45%</i>
<i>Not confident (Net)</i>	<i>55%</i>	<i>66%</i>	<i>62%</i>	<i>57%</i>	<i>55%</i>	<i>55%</i>

### b. Taking out a loan

	10/26-27, 2021	11/9-10, 2022	2/28-3/1, 2023	11/7-8, 2023	11/13-14, 2024	6/3-4, 2025
Very confident	16%	11%	12%	15%	13%	13%
Somewhat confident	27%	24%	27%	28%	28%	29%
Not very confident	28%	35%	32%	30%	30%	31%
Not at all confident	28%	30%	29%	27%	28%	27%
<i>Confident (Net)</i>	<i>43%</i>	<i>35%</i>	<i>39%</i>	<i>43%</i>	<i>42%</i>	<i>42%</i>
<i>Not confident (Net)</i>	<i>57%</i>	<i>65%</i>	<i>61%</i>	<i>57%</i>	<i>58%</i>	<i>58%</i>

### c. Buying a new home

	10/26-27, 2021	11/9-10, 2022	2/28-3/1, 2023	11/7-8, 2023	11/13-14, 2024	6/3-4, 2025
Very confident	14%	11%	11%	12%	11%	13%
Somewhat confident	27%	20%	23%	24%	28%	26%
Not very confident	27%	30%	31%	31%	30%	31%
Not at all confident	33%	39%	35%	33%	31%	30%
<i>Confident (Net)</i>	<i>41%</i>	<i>31%</i>	<i>34%</i>	<i>36%</i>	<i>39%</i>	<i>39%</i>
<i>Not confident (Net)</i>	<i>59%</i>	<i>69%</i>	<i>66%</i>	<i>64%</i>	<i>61%</i>	<i>61%</i>

## 5. How confident, if at all, are you in...? (Continued)

### d. Buying a new car

	<b>10/26-27, 2021</b>	<b>11/9-10, 2022</b>	<b>2/28-3/1, 2023</b>	<b>11/7-8, 2023</b>	<b>11/13-14, 2024</b>	<b>6/3-4, 2025</b>
Very confident	18%	13%	15%	16%	18%	19%
Somewhat confident	32%	28%	33%	32%	32%	34%
Not very confident	25%	32%	27%	30%	28%	25%
Not at all confident	25%	27%	24%	22%	22%	21%
<i>Confident (Net)</i>	<i>50%</i>	<i>41%</i>	<i>48%</i>	<i>48%</i>	<i>50%</i>	<i>54%</i>
<i>Not confident (Net)</i>	<i>50%</i>	<i>59%</i>	<i>52%</i>	<i>52%</i>	<i>50%</i>	<i>46%</i>

### e. Starting a new job

	<b>10/26-27, 2021</b>	<b>11/9-10, 2022</b>	<b>2/28-3/1, 2023</b>	<b>11/7-8, 2023</b>	<b>11/13-14, 2024</b>	<b>6/3-4, 2025</b>
Very confident	22%	16%	16%	15%	15%	18%
Somewhat confident	30%	31%	32%	33%	34%	33%
Not very confident	24%	26%	25%	27%	28%	25%
Not at all confident	24%	28%	26%	25%	24%	24%
<i>Confident (Net)</i>	<i>52%</i>	<i>47%</i>	<i>49%</i>	<i>48%</i>	<i>48%</i>	<i>51%</i>
<i>Not confident (Net)</i>	<i>48%</i>	<i>53%</i>	<i>51%</i>	<i>52%</i>	<i>52%</i>	<i>49%</i>

### f. Pursuing continuing education

	<b>10/26-27, 2021</b>	<b>11/9-10, 2022</b>	<b>2/28-3/1, 2023</b>	<b>11/7-8, 2023</b>	<b>11/13-14, 2024</b>	<b>6/3-4, 2025</b>
Very confident	18%	14%	13%	15%	11%	18%
Somewhat confident	29%	29%	30%	30%	35%	33%
Not very confident	26%	29%	28%	31%	29%	27%
Not at all confident	27%	28%	30%	25%	25%	22%
<i>Confident (Net)</i>	<i>47%</i>	<i>43%</i>	<i>42%</i>	<i>45%</i>	<i>46%</i>	<i>51%</i>
<i>Not confident (Net)</i>	<i>53%</i>	<i>57%</i>	<i>58%</i>	<i>55%</i>	<i>54%</i>	<i>49%</i>

### g. Getting quality healthcare

	<b>10/26-27, 2021</b>	<b>11/9-10, 2022</b>	<b>2/28-3/1, 2023</b>	<b>11/7-8, 2023</b>	<b>11/13-14, 2024</b>	<b>6/3-4, 2025</b>
Very confident	30%	27%	25%	28%	27%	24%
Somewhat confident	48%	43%	46%	47%	52%	46%
Not very confident	15%	20%	18%	18%	15%	21%
Not at all confident	8%	10%	11%	7%	7%	10%
<i>Confident (Net)</i>	<i>78%</i>	<i>70%</i>	<i>71%</i>	<i>74%</i>	<i>78%</i>	<i>70%</i>
<i>Not confident (Net)</i>	<i>22%</i>	<i>30%</i>	<i>29%</i>	<i>26%</i>	<i>22%</i>	<i>30%</i>

## 5. How confident, if at all, are you in...? (Continued)

### h. Increasing your monthly spending on optional things

	10/26-27, 2021	11/9-10, 2022	2/28-3/1, 2023	11/7-8, 2023	11/13-14, 2024	6/3-4, 2025
Very confident	13%	9%	10%	13%	13%	12%
Somewhat confident	35%	28%	31%	32%	30%	32%
Not very confident	34%	37%	36%	35%	37%	36%
Not at all confident	17%	27%	23%	20%	20%	20%
<b>Confident (Net)</b>	<b>49%</b>	<b>36%</b>	<b>41%</b>	<b>44%</b>	<b>43%</b>	<b>44%</b>
<b>Not confident (Net)</b>	<b>51%</b>	<b>64%</b>	<b>59%</b>	<b>56%</b>	<b>57%</b>	<b>56%</b>

### i. Starting home improvement projects

	10/26-27, 2021	11/9-10, 2022	2/28-3/1, 2023	11/7-8, 2023	11/13-14, 2024	6/3-4, 2025
Very confident	21%	13%	16%	17%	14%	17%
Somewhat confident	37%	34%	37%	39%	43%	44%
Not very confident	25%	33%	29%	27%	27%	26%
Not at all confident	17%	20%	18%	17%	15%	13%
<b>Confident (Net)</b>	<b>57%</b>	<b>48%</b>	<b>53%</b>	<b>56%</b>	<b>58%</b>	<b>61%</b>
<b>Not confident (Net)</b>	<b>43%</b>	<b>52%</b>	<b>47%</b>	<b>44%</b>	<b>42%</b>	<b>39%</b>

## 6. [ASKED IF EMPLOYED] To the best of your knowledge, is your employer currently using any of the following AI tools, or not?

### Total Yes Summary

	5/14-15, 2024 (N=583)	6/3-4, 2025 (N=573)
ChatGPT or similar chat-based tools	37%	38%
AI tools for data analysis	37%	32%
AI tools for video generation	29%	26%
AI tools for HR and recruiting	26%	26%
AI image generators	28%	25%

### a. ChatGPT or similar chat-based tools

	5/14-15, 2024	6/3-4, 2025
Yes	37%	38%
No	40%	39%
Don't know	23%	23%

### b. AI image generators

	5/14-15, 2024	6/3-4, 2025
Yes	28%	25%
No	47%	49%
Don't know	25%	26%



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6. **[ASKED IF EMPLOYED]** To the best of your knowledge, is your employer currently using any of the following AI tools, or not? (*Continued*)

c. AI tools for data analysis

	<b>5/14-15, 2024</b>	<b>6/3-4, 2025</b>
Yes	37%	32%
No	35%	40%
Don't know	28%	28%

d. AI tools for video generation

	<b>5/14-15, 2024</b>	<b>6/3-4, 2025</b>
Yes	29%	26%
No	48%	49%
Don't know	23%	25%

e. AI tools for HR and recruiting

	<b>5/14-15, 2024</b>	<b>6/3-4, 2025</b>
Yes	26%	26%
No	45%	43%
Don't know	29%	31%

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

Total Familiar Summary

	<b>6/3-4, 2025</b>
The Treasury Department announcing that it will stop making pennies next year	60%
Southwest Airlines announcing new fees for checked bags	55%
Wildfires in Canada leading to the largest provincial evacuation in memory	45%
CEO pay rising 10% on average in 2024	28%
A new study linking smoking marijuana or eating THC edibles to heart disease	28%

a. Southwest Airlines announcing new fees for checked bags

	<b>6/3-4, 2025</b>
Very familiar	24%
Somewhat familiar	30%
Heard of it, but that's it	20%
Never heard of it	25%
<i>Familiar (Net)</i>	<i>55%</i>
<i>Not Familiar (Net)</i>	<i>45%</i>

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

b. CEO pay rising 10% on average in 2024

	<b>6/3-4, 2025</b>
Very familiar	10%
Somewhat familiar	18%
Heard of it, but that's it	21%
Never heard of it	51%
<i>Familiar (Net)</i>	<i>28%</i>
<i>Not Familiar (Net)</i>	<i>72%</i>

c. A new study linking smoking marijuana or eating THC edibles to heart disease

	<b>6/3-4, 2025</b>
Very familiar	9%
Somewhat familiar	19%
Heard of it, but that's it	21%
Never heard of it	52%
<i>Familiar (Net)</i>	<i>28%</i>
<i>Not Familiar (Net)</i>	<i>72%</i>

d. The Treasury Department announcing that it will stop making pennies next year

	<b>6/3-4, 2025</b>
Very familiar	28%
Somewhat familiar	32%
Heard of it, but that's it	21%
Never heard of it	19%
<i>Familiar (Net)</i>	<i>60%</i>
<i>Not Familiar (Net)</i>	<i>40%</i>

e. Wildfires in Canada leading to the largest provincial evacuation in memory

	<b>6/3-4, 2025</b>
Very familiar	18%
Somewhat familiar	27%
Heard of it, but that's it	26%
Never heard of it	29%
<i>Familiar (Net)</i>	<i>45%</i>
<i>Not Familiar (Net)</i>	<i>55%</i>





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8. 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. Southwest Airlines announcing new fees for checked bags

	<b>6/3-4, 2025</b>
I care a lot	22%
I care a little	31%
I don't care at all	38%
Don't know	8%

b. CEO pay rising 10% on average in 2024

	<b>6/3-4, 2025</b>
I care a lot	32%
I care a little	31%
I don't care at all	28%
Don't know	9%

c. A new study linking smoking marijuana or eating THC edibles to heart disease

	<b>6/3-4, 2025</b>
I care a lot	20%
I care a little	37%
I don't care at all	36%
Don't know	7%

d. The Treasury Department announcing that it will stop making pennies next year

	<b>6/3-4, 2025</b>
I care a lot	16%
I care a little	40%
I don't care at all	36%
Don't know	8%

e. Wildfires in Canada leading to the largest provincial evacuation in memory

	<b>6/3-4, 2025</b>
I care a lot	38%
I care a little	44%
I don't care at all	12%
Don't know	6%





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

#### Total Agree Summary

	5/23-24, 2023	6/3-4, 2025
I feel I am a role model for treating others with respect, fairness, and equality	85%	84%
Access to reproductive health care is a human right	80%	81%
<b>[IF PARENT OF GIRL]</b> Having a daughter has made me pay more attention to issues related to gender equality	79%	76%
<b>[IF MARRIED OR IN A PARTNERSHIP]</b> My spouse/partner and I balance household chores equally	74%	72%
<b>[IF PARENT OF BOY]</b> Having a son has made me pay more attention to issues related to gender equality	69%	59%
I believe men and women are equally willing to have conversations about gender equality	64%	54%
Men will benefit from gender equality in society	55%	52%
I regularly engage in conversations related to gender equality in my day-to-day life	39%	37%

#### a. I regularly engage in conversations related to gender equality in my day-to-day life

	5/23-24, 2023	6/3-4, 2025
Strongly agree	13%	12%
Somewhat agree	25%	25%
Somewhat disagree	30%	24%
Strongly disagree	25%	33%
Don't know	5%	6%
<i>Agree (Net)</i>	<i>39%</i>	<i>37%</i>
<i>Disagree (Net)</i>	<i>56%</i>	<i>57%</i>

#### b. Men will benefit from gender equality in society

	5/23-24, 2023	6/3-4, 2025
Strongly agree	20%	21%
Somewhat agree	35%	31%
Somewhat disagree	15%	16%
Strongly disagree	9%	11%
Don't know	21%	22%
<i>Agree (Net)</i>	<i>55%</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>24%</i>	<i>26%</i>

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

- c. I believe men and women are equally willing to have conversations about gender equality

	<b>5/23-24, 2023</b>	<b>6/3-4, 2025</b>
Strongly agree	27%	21%
Somewhat agree	37%	33%
Somewhat disagree	19%	25%
Strongly disagree	6%	12%
Don't know	11%	9%
<i>Agree (Net)</i>	<i>64%</i>	<i>54%</i>
<i>Disagree (Net)</i>	<i>25%</i>	<i>37%</i>

- d. **[ASK IF PARENT OF BOY]** Having a son has made me pay more attention to issues related to gender equality

	<b>5/23-24, 2023 (N=199)</b>	<b>6/3-4, 2025 (N=188)</b>
Strongly agree	23%	31%
Somewhat agree	46%	29%
Somewhat disagree	16%	14%
Strongly disagree	6%	16%
Don't know	10%	11%
<i>Agree (Net)</i>	<i>69%</i>	<i>59%</i>
<i>Disagree (Net)</i>	<i>21%</i>	<i>30%</i>

- e. **[ASK IF PARENT OF GIRL]** Having a daughter has made me pay more attention to issues related to gender equality

	<b>5/23-24, 2023 (N=189)</b>	<b>6/3-4, 2025 (N=176)</b>
Strongly agree	46%	38%
Somewhat agree	33%	38%
Somewhat disagree	10%	12%
Strongly disagree	7%	7%
Don't know	4%	5%
<i>Agree (Net)</i>	<i>79%</i>	<i>76%</i>
<i>Disagree (Net)</i>	<i>17%</i>	<i>19%</i>

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

f. Access to reproductive health care is a human right

	5/23-24, 2023	6/3-4, 2025
Strongly agree	55%	54%
Somewhat agree	25%	27%
Somewhat disagree	8%	8%
Strongly disagree	6%	5%
Don't know	7%	6%
<i>Agree (Net)</i>	<i>80%</i>	<i>81%</i>
<i>Disagree (Net)</i>	<i>13%</i>	<i>13%</i>

g. I feel I am a role model for treating others with respect, fairness, and equality

	5/23-24, 2023	6/3-4, 2025
Strongly agree	43%	41%
Somewhat agree	43%	43%
Somewhat disagree	5%	9%
Strongly disagree	3%	2%
Don't know	7%	5%
<i>Agree (Net)</i>	<i>85%</i>	<i>84%</i>
<i>Disagree (Net)</i>	<i>8%</i>	<i>11%</i>

h. **[ASK IF MARRIED OR IN A PARTNERSHIP]** My spouse/partner and I balance household chores equally

	5/23-24, 2023 (N=569)	6/3-4, 2025 (N=551)
Strongly agree	36%	36%
Somewhat agree	38%	36%
Somewhat disagree	17%	17%
Strongly disagree	7%	11%
Don't know	3%	*
<i>Agree (Net)</i>	<i>74%</i>	<i>72%</i>
<i>Disagree (Net)</i>	<i>24%</i>	<i>27%</i>

10. Have you ever purchased an item and paid for it in installments rather than paying the full payment when you purchased it?

	3/28-29, 2023	11/7-8, 2023	7/23-24, 2024	6/3-4, 2025
Yes	45%	48%	53%	57%
No	51%	48%	44%	41%
Don't know	4%	4%	3%	2%

11. **[ASKED IF Q10 = YES]** When you purchased that item and paid over time, which of the following did you use? If you have done this multiple times, think of your most recent experience.

	3/28-29, 2023 (N=509)	11/7-8, 2023 (N=537)	6/3-4, 2025 (N=646)
Credit card	28%	31%	30%
Payment plan with the retailer	30%	25%	26%
Payment plan with a buy-now, pay-later app	35%	33%	25%
Loan	5%	8%	17%
Something else	2%	3%	2%

12. **[ASKED IF Q10 = YES]** What types of products have you purchased with an installment or buy-now-pay-later plan? Select all that apply.

	3/28-29, 2023 (N=509)	6/3-4, 2025 (N=646)
Larger electronics (e.g. TV, computer)	42%	33%
Home appliances	30%	32%
Small electronics (e.g. phone, tablet, camera, speaker/voice assistant)	31%	29%
Clothing or accessories	24%	23%
Groceries	12%	14%
Experiences (e.g., museum memberships, travel-related gifts, etc.)	10%	13%
Housewares	17%	12%
Jewelry	14%	12%
Cosmetics and perfume	11%	8%
Other	13%	23%

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

### Total Agree Summary

	12/10-11, 2024	3/25-26, 2025	6/3-4, 2025
The government should prioritize making college more affordable for current and former students	68%	73%	70%
Public schools in America should teach about racism as part of American history lessons	63%	65%	65%
Schools in low-income areas should receive more state or federal funding than those in wealthy areas	62%	70%	63%
In America, education is still the great equalizer	57%	51%	53%
Values based on the Christian bible should be taught in all public schools	38%	33%	37%

#### a. Values based on the Christian bible should be taught in all public schools

	12/10-11, 2024	3/25-26, 2025	6/3-4, 2025
Strongly agree	18%	14%	16%
Somewhat agree	20%	19%	21%
Neither agree nor disagree	26%	26%	26%
Somewhat disagree	13%	12%	11%
Strongly disagree	24%	29%	27%
<i>Agree (Net)</i>	<i>38%</i>	<i>33%</i>	<i>37%</i>
<i>Disagree (Net)</i>	<i>37%</i>	<i>41%</i>	<i>37%</i>

#### b. Schools in low-income areas should receive more state or federal funding than those in wealthy areas

	12/10-11, 2024	3/25-26, 2025	6/3-4, 2025
Strongly agree	27%	37%	30%
Somewhat agree	35%	33%	33%
Neither agree nor disagree	25%	22%	23%
Somewhat disagree	8%	5%	9%
Strongly disagree	5%	4%	5%
<i>Agree (Net)</i>	<i>62%</i>	<i>70%</i>	<i>63%</i>
<i>Disagree (Net)</i>	<i>13%</i>	<i>8%</i>	<i>14%</i>

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

c. Public schools in America should teach about racism as part of American history lessons

	12/10-11, 2024	3/25-26, 2025	6/3-4, 2025
Strongly agree	36%	39%	38%
Somewhat agree	27%	27%	27%
Neither agree nor disagree	23%	20%	20%
Somewhat disagree	7%	7%	8%
Strongly disagree	7%	8%	7%
<i>Agree (Net)</i>	63%	65%	65%
<i>Disagree (Net)</i>	14%	15%	15%

d. The government should prioritize making college more affordable for current and former students

	12/10-11, 2024	3/25-26, 2025	6/3-4, 2025
Strongly agree	34%	42%	42%
Somewhat agree	34%	31%	28%
Neither agree nor disagree	22%	18%	20%
Somewhat disagree	6%	5%	6%
Strongly disagree	4%	3%	3%
<i>Agree (Net)</i>	68%	73%	70%
<i>Disagree (Net)</i>	10%	8%	9%

e. In America, education is still the great equalizer

	12/10-11, 2024	3/25-26, 2025	6/3-4, 2025
Strongly agree	21%	21%	21%
Somewhat agree	35%	31%	32%
Neither agree nor disagree	29%	33%	28%
Somewhat disagree	10%	10%	13%
Strongly disagree	4%	5%	5%
<i>Agree (Net)</i>	57%	51%	53%
<i>Disagree (Net)</i>	14%	15%	18%

14. Do you or a member of your household currently have student loan debts?

	6/3-4, 2025
Yes	19%
No	78%
Don't know	3%

15. When thinking about loans for higher education how much do you agree or disagree with the following statements?

## Total Agree Summary

	<b>6/3-4, 2025</b>
The student loan and financial aid system is too complicated	61%
The federal government should provide no-interest loans to students of accredited colleges, universities or trade schools	60%
<b>[ASKED IF Q14 = YES]</b> My student loan debts make it harder for me to pay my other bills each month	58%
Financial aid should be capped at how much someone can afford to borrow, regardless of how many children they have	53%
<b>[ASKED OF PARENTS]</b> I am taking, or planning to take out, loans for my kids to pay for their education	35%

a. The federal government should provide no-interest loans to students of accredited colleges, universities or trade schools

	<b>6/3-4, 2025</b>
Strongly agree	33%
Somewhat agree	28%
Neither agree nor disagree	24%
Somewhat disagree	8%
Strongly disagree	8%
<i>Agree (Net)</i>	<b>60%</b>
<i>Disagree (Net)</i>	<b>16%</b>

b. **[ASKED OF PARENTS]** I am taking, or planning to take out, loans for my kids to pay for their education

	<b>6/3-4, 2025 (N=274)</b>
Strongly agree	16%
Somewhat agree	18%
Neither agree nor disagree	41%
Somewhat disagree	12%
Strongly disagree	12%
<i>Agree (Net)</i>	<b>35%</b>
<i>Disagree (Net)</i>	<b>25%</b>



15. When thinking about loans for higher education how much do you agree or disagree with the following statements? *(Continued)*

c. The student loan and financial aid system is too complicated

	<b>6/3-4, 2025</b>
Strongly agree	28%
Somewhat agree	33%
Neither agree nor disagree	31%
Somewhat disagree	5%
Strongly disagree	3%
<i>Agree (Net)</i>	<i>61%</i>
<i>Disagree (Net)</i>	<i>8%</i>

d. Financial aid should be capped at how much someone can afford to borrow, regardless of how many children they have

	<b>6/3-4, 2025</b>
Strongly agree	27%
Somewhat agree	27%
Neither agree nor disagree	33%
Somewhat disagree	8%
Strongly disagree	5%
<i>Agree (Net)</i>	<i>53%</i>
<i>Disagree (Net)</i>	<i>14%</i>

e. **[ASKED IF Q14 = YES]** My student loan debts make it harder for me to pay my other bills each month

	<b>6/3-4, 2025 (N=254)</b>
Strongly agree	37%
Somewhat agree	21%
Neither agree nor disagree	22%
Somewhat disagree	13%
Strongly disagree	6%
<i>Agree (Net)</i>	<i>58%</i>
<i>Disagree (Net)</i>	<i>20%</i>



## PUBLIC POLL FINDINGS AND METHODOLOGY

### About the Study

These are some of the findings of the one hundred and nineteenth wave of an Ipsos poll conducted between June 3-4, 2025. For this survey, a sample of 1,080 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 one hundred and nineteenth wave was conducted June 3-4, 2025 among 1,080 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=1,080, 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, and eighty-tenth waves of this study have a credibility interval of plus or minus 3.6 percentage points.





## PUBLIC POLL FINDINGS AND METHODOLOGY

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### About Ipsos

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