

TRANSATLANTIC PULSE

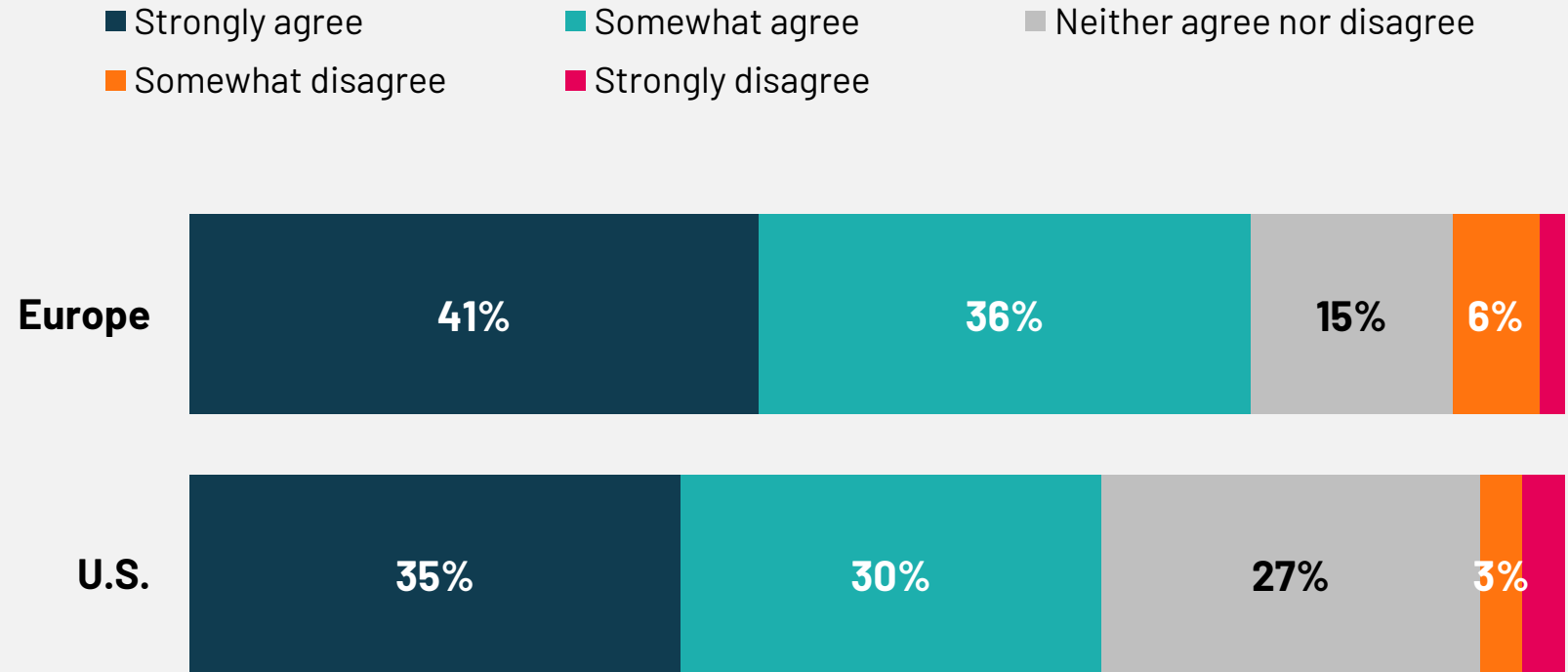
Transatlantic Pulse **Wave 1**
Ipsos Public Affairs

June 2025

How much do you agree or disagree with each of the following statements...

Companies should stay true to their values despite the political context and pressure to alter their initiatives and commitments

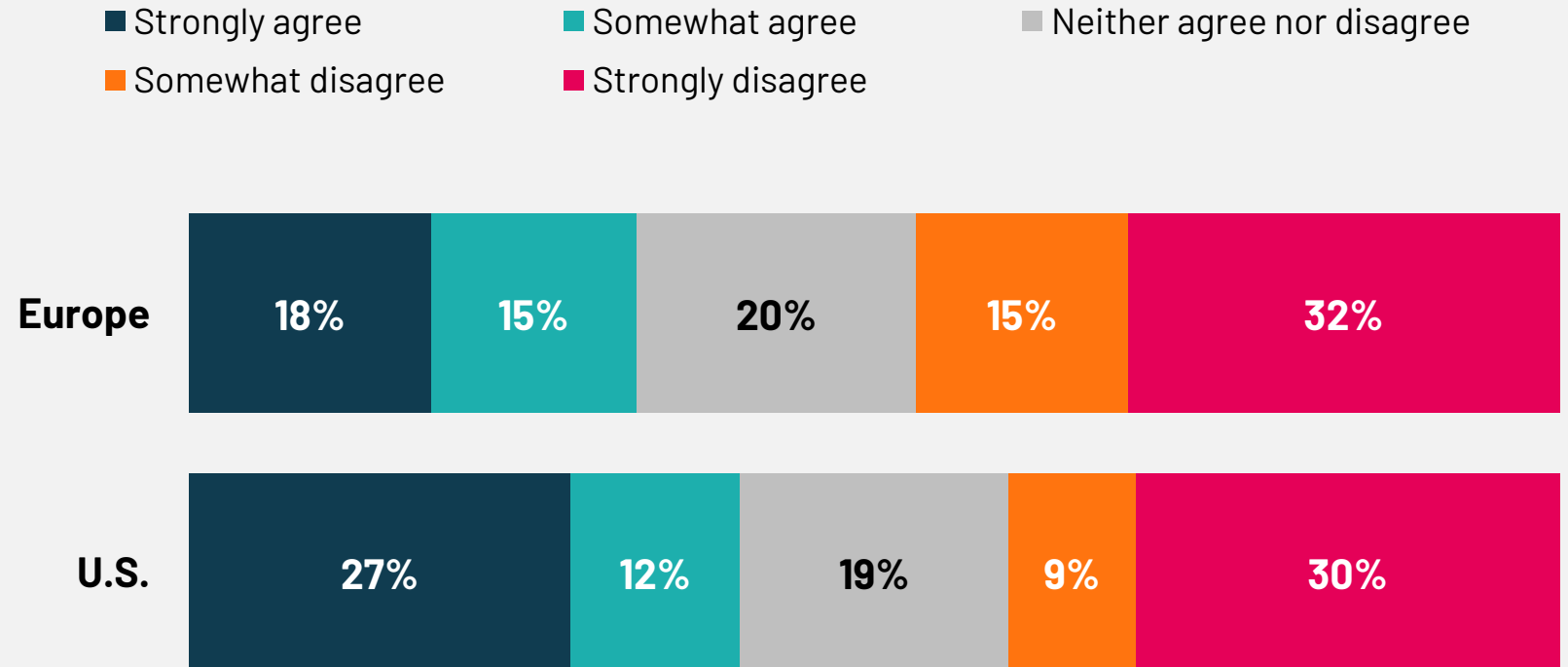
Base: Base=6,121 in Europe; 1,029 in the U.S.



How much do you agree or disagree with each of the following statements...

Companies should end diversity, equity, and inclusion programs

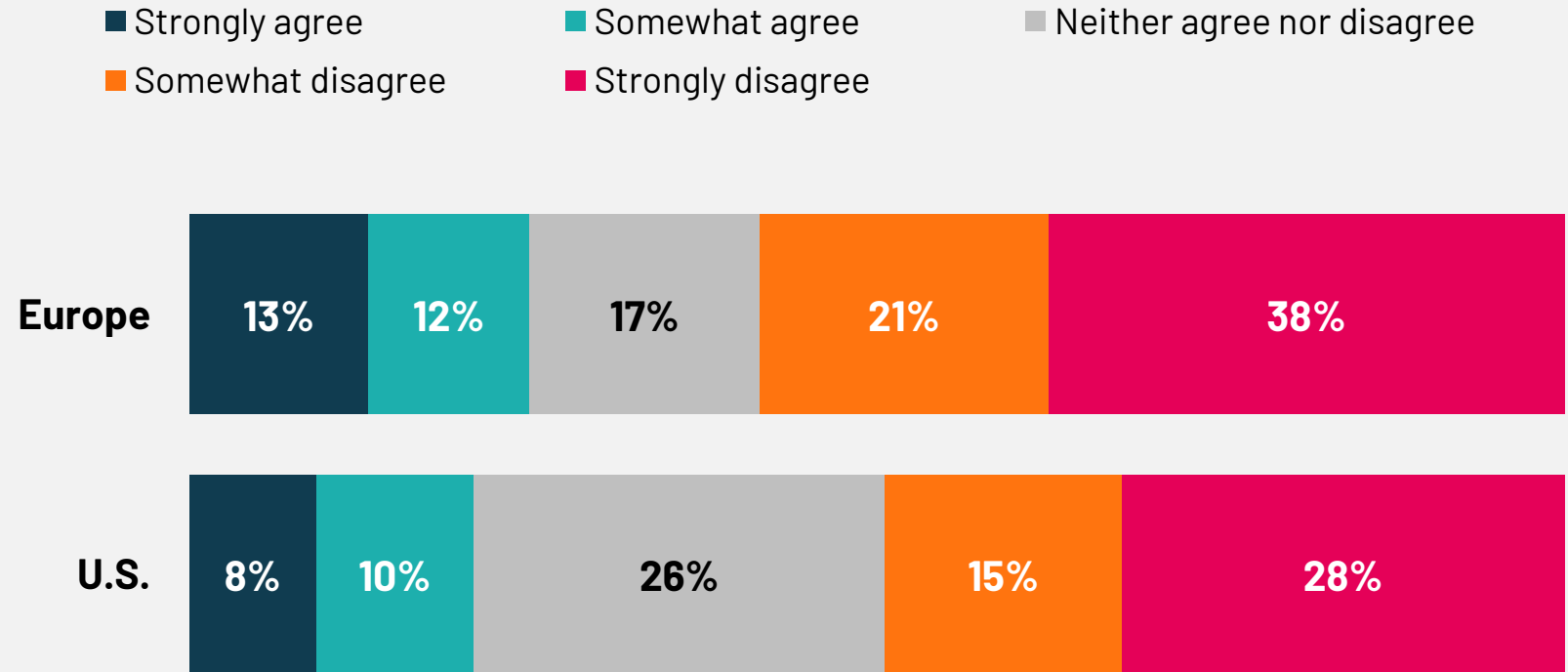
Base: Base=6,121 in Europe; 1,029 in the U.S.



How much do you agree or disagree with each of the following statements...

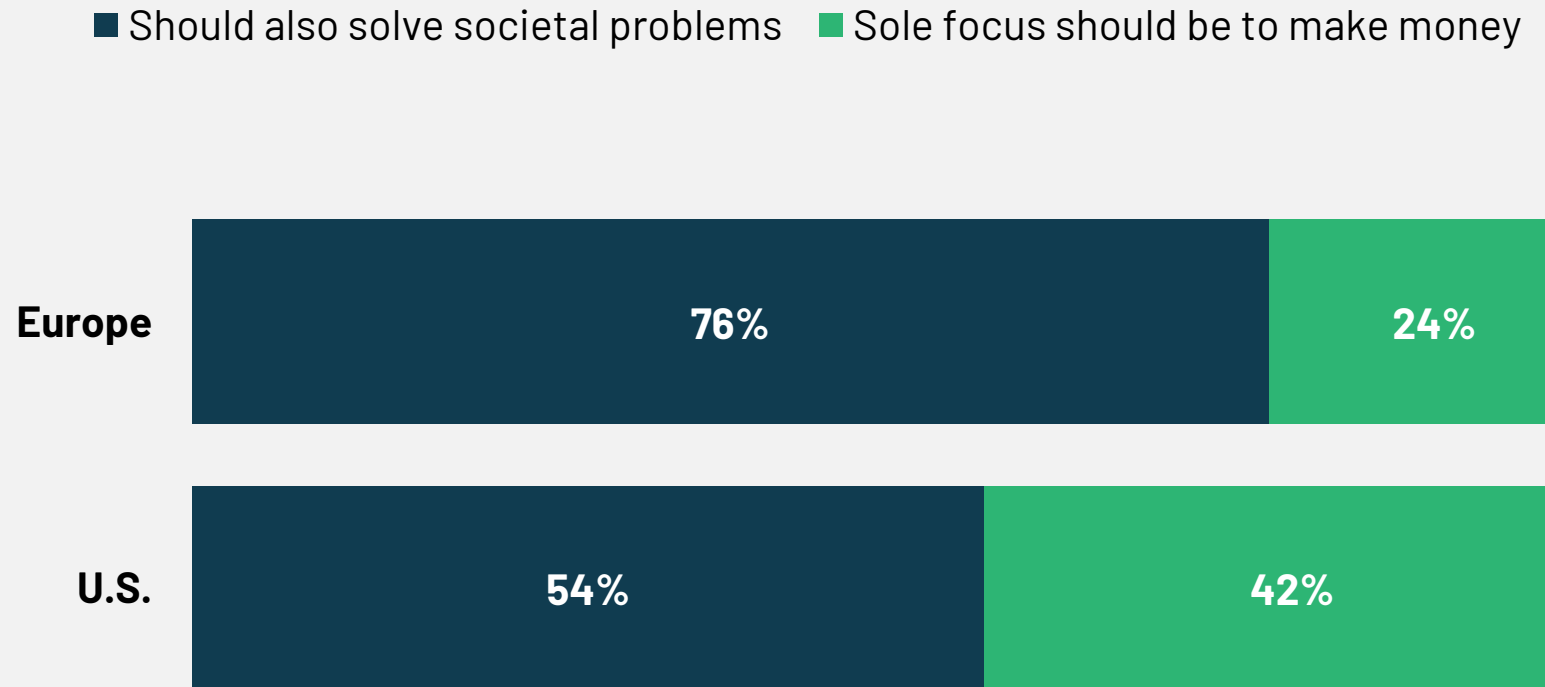
Companies should end environmental and sustainability programs

Base: Base=6,121 in Europe; 1,029 in the U.S.



Regarding the purpose of a company, which comes closer to your view?

Base: Base=6,121 in Europe; 1,029 in the U.S.



Methodology

About KnowledgePanel

KnowledgePanel® is Ipsos' random probability panel and a source of statistically-valid, nationally representative data at speed. Recruitment process for the KnowledgePanel® employs scientifically developed sampling methodologies.

In Croatia, France, Italy, panelists are recruited via random probability telephone-based sampling method. Telephone numbers are randomly generated using an algorithm that conforms to the properties of valid phone numbers in a country to obtain a representative sample of the country population. A dual frame design ensures coverage of households with only a landline phone and maximises contact with dual phone owners. People are called for the short recruitment survey.

In the Netherlands, Poland, Spain, Sweden and the US panelists are recruited via address-based sampling methods using databases with full coverage of the population:

- BAG, the official cadaster register in the Netherlands,
- Catastro inmobiliario, the official cadaster register in Spain,
- SPAR, the Swedish state personal address register in Sweden,
- and the Delivery Sequence File of the USPS in the U.S.

In these countries, letters are sent to selected individuals or addresses inviting them to become members of the panel. Invited persons can sign up to the panel by completing a short online survey or by returning a paper form.

Those who join the panel and who are selected to participate in a survey are sent a unique log-in and are only able to complete it one time. KnowledgePanel members receive a per survey incentive in points, which can be redeemed for cash or prizes.

About TransAtlantic Pulse

These findings are based on data from the first wave of the TransAtlantic Pulse, conducted April 11th to 22nd 2025, using nationally representative probability samples from KnowledgePanel®.

The results are based on interviews of over 7,000 adults aged 18+ y.o. in Croatia, France, Italy, the Netherlands, Poland, Spain and Sweden and the United States. The study was conducted in the official language of each country. Two reminder emails were sent for this study. No prenotification was sent for this study prior to fieldwork.

For each country, the data were weighted to adjust for unequal probabilities of selection. Additionally, calibration weights were applied to match the profile of the respective country population. For the Europe average, data were weighted to the population size of the respective countries included.

All polls are subject to a wide range of potential sources of error.

Base sizes: Adults aged 18+, Croatia =761, France =1037, Italy = 1019, Netherlands = 987 , Poland = 757, Spain = 542, Sweden = 1018, US = 1029.

For more information

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