



## PUBLIC POLL FINDINGS AND METHODOLOGY

### Ipsos Future of the American Dream Survey

#### Topline Findings

**New York, July 10, 2025** — *These are the findings of an Ipsos poll conducted between April 28 – 29, 2025, for the [What the Future: American Dream issue](#). For this survey, a sample of 1,198 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.5 percentage points for all respondents.*

**For full results, please refer to the following annotated questionnaire:**

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## PUBLIC POLL FINDINGS AND METHODOLOGY

### Full Annotated Questionnaire

1. For how many generations have you or your family been in the United States?

	<b>Total (N=1,198)</b>
I'm the first generation	12%
I have a parent that is the first generation (2 <sup>nd</sup> generation)	15%
I have a grandparent that is first generation (3 <sup>rd</sup> generation)	19%
I have family that have been here four or more generations	47%
Don't know	7%
Prefer not to answer	2%

2. **[ASKED IF Q1 = FIRST OR SECOND GENERATION]** How did the concept of the “American Dream” factor into you or your family coming to the U.S.?

	<b>Total (N=335)</b>
A great deal	43%
A fair amount	37%
Not very much	12%
Not at all	5%
Don't know	4%
<i>A Great Deal/Fair Amount (Net)</i>	<i>79%</i>
<i>Not Very Much/Not At All (Net)</i>	<i>17%</i>

3. Would you say your family now is:

	<b>Total</b>
Poor	7%
Working class	14%
Lower middle class	14%
Middle class	41%
Upper middle class	18%
Rich	3%
Wealthy	3%

## PUBLIC POLL FINDINGS AND METHODOLOGY

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

	Total
Financial security/stability	34%
Personal freedom	30%
Homeownership	29%
Success	24%
Equal opportunity	21%
Family stability	21%
Comfort/prosperity	21%
Personal independence	17%
Education	16%
Personal growth	14%
Self-determination	10%
Career fulfillment	10%
Upward mobility	8%
Unattainable	5%
None of the above	6%

## PUBLIC POLL FINDINGS AND METHODOLOGY

### 5. How much do you agree or disagree with the following:

#### Total Agree Summary

	Total
I would rather work to make myself rich than make somebody else rich	84%
Every generation should have a higher standard of living than the one that came before it	81%
The American Dream is harder to achieve than it used to be	80%
The American Dream needs to be more realistic, not everybody can have everything	74%
When jobs are scarce, employers should prioritize hiring people of this country over immigrants	74%
The economy of the U.S. is rigged to advantage the rich and powerful	73%
<b>[ASKED ONLY IF AGE 18-39]</b> I want to wait to start or grow my family until I am in better financial shape	71%
<b>[ASKED IF NOT MARRIED]</b> It's hard to find someone to date whose life goals align with mine	67%
I believe I will be better off than my parents in terms of having enough money to live well	63%
These days I feel like a stranger in my own country	57%
In America, if you work hard, you will succeed no matter what	56%
It's OK if some groups have more of a chance in life to succeed than others	45%
The American Dream isn't attainable for someone like me	44%

#### a. I believe I will be better off than my parents in terms of having enough money to live well

	Total
Strongly agree	22%
Somewhat agree	42%
Somewhat disagree	23%
Strongly disagree	14%
<b>Agree (Net)</b>	<b>63%</b>
<b>Disagree (Net)</b>	<b>37%</b>

## PUBLIC POLL FINDINGS AND METHODOLOGY

5. How much do you agree or disagree with the following: *(Continued)*

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

	<b>Total (N=474)</b>
Strongly agree	30%
Somewhat agree	41%
Somewhat disagree	18%
Strongly disagree	11%
<i>Agree (Net)</i>	<i>71%</i>
<i>Disagree (Net)</i>	<i>29%</i>

- c. Every generation should have a higher standard of living than the one that came before it

	<b>Total</b>
Strongly agree	24%
Somewhat agree	57%
Somewhat disagree	18%
Strongly disagree	2%
<i>Agree (Net)</i>	<i>81%</i>
<i>Disagree (Net)</i>	<i>19%</i>

- d. These days I feel like a stranger in my own country

	<b>Total</b>
Strongly agree	20%
Somewhat agree	38%
Somewhat disagree	27%
Strongly disagree	15%
<i>Agree (Net)</i>	<i>57%</i>
<i>Disagree (Net)</i>	<i>43%</i>

- e. The economy of the U.S. is rigged to advantage the rich and powerful

	<b>Total</b>
Strongly agree	35%
Somewhat agree	38%
Somewhat disagree	18%
Strongly disagree	9%
<i>Agree (Net)</i>	<i>73%</i>
<i>Disagree (Net)</i>	<i>27%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

5. How much do you agree or disagree with the following: *(Continued)*

f. The American Dream isn't attainable for someone like me

	Total
Strongly agree	15%
Somewhat agree	29%
Somewhat disagree	33%
Strongly disagree	23%
<i>Agree (Net)</i>	<i>44%</i>
<i>Disagree (Net)</i>	<i>56%</i>

g. The American Dream needs to be more realistic, not everybody can have everything

	Total
Strongly agree	27%
Somewhat agree	47%
Somewhat disagree	20%
Strongly disagree	6%
<i>Agree (Net)</i>	<i>74%</i>
<i>Disagree (Net)</i>	<i>26%</i>

h. The American Dream is harder to achieve than it used to be

	Total
Strongly agree	39%
Somewhat agree	41%
Somewhat disagree	15%
Strongly disagree	5%
<i>Agree (Net)</i>	<i>80%</i>
<i>Disagree (Net)</i>	<i>20%</i>

i. In America, if you work hard, you will succeed no matter what

	Total
Strongly agree	17%
Somewhat agree	39%
Somewhat disagree	30%
Strongly disagree	14%
<i>Agree (Net)</i>	<i>56%</i>
<i>Disagree (Net)</i>	<i>44%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

5. How much do you agree or disagree with the following: *(Continued)*

j. I would rather work to make myself rich than make somebody else rich

	Total
Strongly agree	37%
Somewhat agree	47%
Somewhat disagree	13%
Strongly disagree	3%
<i>Agree (Net)</i>	<i>84%</i>
<i>Disagree (Net)</i>	<i>16%</i>

k. **[ASKED IF NOT MARRIED]** It's hard to find someone to date whose life goals align with mine

	Total (N=769)
Strongly agree	27%
Somewhat agree	40%
Somewhat disagree	24%
Strongly disagree	9%
<i>Agree (Net)</i>	<i>67%</i>
<i>Disagree (Net)</i>	<i>33%</i>

l. It's OK if some groups have more of a chance in life to succeed than others

	Total
Strongly agree	10%
Somewhat agree	35%
Somewhat disagree	35%
Strongly disagree	20%
<i>Agree (Net)</i>	<i>45%</i>
<i>Disagree (Net)</i>	<i>55%</i>

m. When jobs are scarce, employers should prioritize hiring people of this country over immigrants

	Total
Strongly agree	29%
Somewhat agree	45%
Somewhat disagree	20%
Strongly disagree	6%
<i>Agree (Net)</i>	<i>74%</i>
<i>Disagree (Net)</i>	<i>26%</i>

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6. Which of the following are your top five goals for you and/or your family? Please rank up to five from 1 (most important goal) to 5 (fifth most important goal).

### Mean Summary

	Total
Being healthy	2.7
Having financial security	2.3
Having a loving relationship with a spouse or partner	2
Having no debt	1.6
Having a home you can afford and can maintain affordably throughout your life	1.5
Having your kids grow up to lead a better life than me	1.3
Being self-sufficient	1.3
Being able to retire without lowering your standard of living	1.2
Helping your child/children get ahead financially	0.9

7. How close are you and your family to achieving each of your top goals?

*Base: Selected as one of the top 5 goals in Q6; base varies for each item*

### Total Have Achieved This Goal Summary

	Total
Having a loving relationship with a spouse or partner	45%
Having a home you can afford and can maintain affordably throughout your life	27%
Being self-sufficient	26%
Being healthy	24%
Having no debt	22%
Having your kids grow up to lead a better life than me	20%
Having financial security	19%
Being able to retire without lowering your standard of living	16%
Helping your child/children get ahead financially	15%



## PUBLIC POLL FINDINGS AND METHODOLOGY

### 7. How close are you and your family to achieving each of your top goals? (Continued)

#### a. Being healthy

	<b>Total (N=905)</b>
Have achieved this goal	24%
Are very close to achieving this goal	25%
Are somewhat close to achieving this goal	29%
Are not too close to achieving this goal	14%
Are not at all close to achieving this goal	6%
Not sure	2%
<i>Close to Achieving (Net)</i>	<b>54%</b>
<i>Not Close to Achieving (Net)</i>	<b>20%</b>

#### b. Having financial security

	<b>Total (N=858)</b>
Have achieved this goal	19%
Are very close to achieving this goal	14%
Are somewhat close to achieving this goal	26%
Are not too close to achieving this goal	18%
Are not at all close to achieving this goal	20%
Not sure	3%
<i>Close to Achieving (Net)</i>	<b>40%</b>
<i>Not Close to Achieving (Net)</i>	<b>38%</b>

#### c. Having a loving relationship with a spouse or partner

	<b>Total (N=644)</b>
Have achieved this goal	45%
Are very close to achieving this goal	17%
Are somewhat close to achieving this goal	15%
Are not too close to achieving this goal	7%
Are not at all close to achieving this goal	11%
Not sure	4%
<i>Close to Achieving (Net)</i>	<b>32%</b>
<i>Not Close to Achieving (Net)</i>	<b>18%</b>

## PUBLIC POLL FINDINGS AND METHODOLOGY

### 7. How close are you and your family to achieving each of your top goals? (Continued)

#### d. Having your kids grow up to lead a better life than me

	<b>Total (N=536)</b>
Have achieved this goal	20%
Are very close to achieving this goal	23%
Are somewhat close to achieving this goal	29%
Are not too close to achieving this goal	16%
Are not at all close to achieving this goal	8%
Not sure	4%
<i>Close to Achieving (Net)</i>	<b>52%</b>
<i>Not Close to Achieving (Net)</i>	<b>24%</b>

#### e. Being self-sufficient

	<b>Total (N=635)</b>
Have achieved this goal	26%
Are very close to achieving this goal	17%
Are somewhat close to achieving this goal	24%
Are not too close to achieving this goal	15%
Are not at all close to achieving this goal	13%
Not sure	5%
<i>Close to Achieving (Net)</i>	<b>41%</b>
<i>Not Close to Achieving (Net)</i>	<b>28%</b>

#### f. Being able to retire without lowering your standard of living

	<b>Total (N=526)</b>
Have achieved this goal	16%
Are very close to achieving this goal	19%
Are somewhat close to achieving this goal	23%
Are not too close to achieving this goal	17%
Are not at all close to achieving this goal	21%
Not sure	3%
<i>Close to Achieving (Net)</i>	<b>42%</b>
<i>Not Close to Achieving (Net)</i>	<b>39%</b>

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### 7. How close are you and your family to achieving each of your top goals? *(Continued)*

#### g. Helping your child/children get ahead financially

	<b>Total (N=408)</b>
Have achieved this goal	15%
Are very close to achieving this goal	21%
Are somewhat close to achieving this goal	28%
Are not too close to achieving this goal	23%
Are not at all close to achieving this goal	10%
Not sure	4%
<i>Close to Achieving (Net)</i>	<b>49%</b>
<i>Not Close to Achieving (Net)</i>	<b>32%</b>

#### h. Having no debt

	<b>Total (N=685)</b>
Have achieved this goal	22%
Are very close to achieving this goal	16%
Are somewhat close to achieving this goal	24%
Are not too close to achieving this goal	14%
Are not at all close to achieving this goal	19%
Not sure	4%
<i>Close to Achieving (Net)</i>	<b>40%</b>
<i>Not Close to Achieving (Net)</i>	<b>33%</b>

#### i. Having a home you can afford and can maintain affordably throughout your life

	<b>Total (N=687)</b>
Have achieved this goal	27%
Are very close to achieving this goal	18%
Are somewhat close to achieving this goal	23%
Are not too close to achieving this goal	11%
Are not at all close to achieving this goal	17%
Not sure	4%
<i>Close to Achieving (Net)</i>	<b>41%</b>
<i>Not Close to Achieving (Net)</i>	<b>28%</b>

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8. Think now about moving to another state for a job. What would help convince you to relocate? Select all that apply.

	Total
A better job	48%
If your employer paid for your moving expenses	40%
Personal tax incentives like a year with no property taxes in the new state	38%
Assistance finding housing in the new state	33%
<b>[SPLIT SAMPLE B]</b> An income increase of at least 20% relative to cost of living changes	29%
<b>[SPLIT SAMPLE A]</b> An income increase of at least 10% relative to cost of living changes	23%

9. What role, if any, do you think financial institutions should play in helping customers achieve their financial goals? Select all that apply.

	Total
Help connect people to programs and services that can further support their financial needs	45%
Focus more on helping customers achieve day-to-day financial stability	41%
Help steer people to more personalized, attainable goals	39%
Partner with government/employers on financial health initiatives	21%
Other	1%
None of these	12%
Don't know	12%

## PUBLIC POLL FINDINGS AND METHODOLOGY

10. How important, if at all, are the following values in defining America as a nation?

### Total Extremely/Very Important Summary

	Total
Individual freedom	82%
Equal justice under law	80%
Free speech	80%
Personal independence and self-reliance	75%
Rule of law	74%
Ensuring everyone has an opportunity to succeed	74%
Working together toward the common good	73%
Faith and religious liberty	64%
Free-market competition	60%
Patriotism	59%

#### a. Individual freedom

	Total
Extremely important	50%
Very important	32%
Somewhat important	12%
Not very important	3%
Not at all important	0%
Not sure	3%
<i>Extremely/Very Important (Net)</i>	<i>82%</i>
<i>Not Very/Not at All Important (Net)</i>	<i>3%</i>

#### b. Free-market competition

	Total
Extremely important	26%
Very important	34%
Somewhat important	26%
Not very important	4%
Not at all important	3%
Not sure	8%
<i>Extremely/Very Important (Net)</i>	<i>60%</i>
<i>Not Very/Not at All Important (Net)</i>	<i>6%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

10. How important, if at all, are the following values in defining America as a nation? (*Continued*)

c. Personal independence and self-reliance

	Total
Extremely important	38%
Very important	38%
Somewhat important	17%
Not very important	4%
Not at all important	1%
Not sure	3%
<i>Extremely/Very Important (Net)</i>	<i>75%</i>
<i>Not Very/Not at All Important (Net)</i>	<i>5%</i>

d. Working together toward the common good

	Total
Extremely important	35%
Very important	39%
Somewhat important	18%
Not very important	5%
Not at all important	1%
Not sure	3%
<i>Extremely/Very Important (Net)</i>	<i>73%</i>
<i>Not Very/Not at All Important (Net)</i>	<i>6%</i>

e. Faith and religious liberty

	Total
Extremely important	35%
Very important	29%
Somewhat important	20%
Not very important	6%
Not at all important	6%
Not sure	4%
<i>Extremely/Very Important (Net)</i>	<i>64%</i>
<i>Not Very/Not at All Important (Net)</i>	<i>12%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

10. How important, if at all, are the following values in defining America as a nation? (*Continued*)

f. Patriotism

	Total
Extremely important	28%
Very important	31%
Somewhat important	20%
Not very important	11%
Not at all important	5%
Not sure	5%
<i>Extremely/Very Important (Net)</i>	<i>59%</i>
<i>Not Very/Not at All Important (Net)</i>	<i>16%</i>

g. Equal justice under law

	Total
Extremely important	49%
Very important	32%
Somewhat important	12%
Not very important	3%
Not at all important	1%
Not sure	4%
<i>Extremely/Very Important (Net)</i>	<i>80%</i>
<i>Not Very/Not at All Important (Net)</i>	<i>4%</i>

h. Free speech

	Total
Extremely important	47%
Very important	32%
Somewhat important	14%
Not very important	3%
Not at all important	0%
Not sure	3%
<i>Extremely/Very Important (Net)</i>	<i>80%</i>
<i>Not Very/Not at All Important (Net)</i>	<i>4%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

10. How important, if at all, are the following values in defining America as a nation? (*Continued*)

i. Rule of law

	Total
Extremely important	38%
Very important	35%
Somewhat important	17%
Not very important	3%
Not at all important	1%
Not sure	4%
<i>Extremely/Very Important (Net)</i>	<i>74%</i>
<i>Not Very/Not at All Important (Net)</i>	<i>5%</i>

j. Ensuring everyone has an opportunity to succeed

	Total
Extremely important	37%
Very important	37%
Somewhat important	17%
Not very important	6%
Not at all important	1%
Not sure	3%
<i>Extremely/Very Important (Net)</i>	<i>74%</i>
<i>Not Very/Not at All Important (Net)</i>	<i>7%</i>

11. There is a national discussion going on about men and women having equal rights. How much do you agree or disagree with each of the following statements regarding this conversation?

Total Agree Summary

	Total
I feel men have an important role to play in this conversation	58%
I feel like my values are being threatened	47%
I worry that if I say what I'm thinking, I will be attacked	46%
I worry that my rights are being taken away	46%
I have learned a lot from that conversation	43%
I feel included in that conversation	42%
Hearing the conversation usually makes me annoyed or angry	34%
I feel excluded from that conversation	31%
It's harder to be a man than a woman in the U.S. today	27%



## PUBLIC POLL FINDINGS AND METHODOLOGY

11. There is a national discussion going on about men and women having equal rights. How much do you agree or disagree with each of the following statements regarding this conversation?

(Continued)

a. I feel men have an important role to play in this conversation

	Total
Strongly agree	23%
Somewhat agree	35%
Neither agree nor disagree	33%
Somewhat disagree	5%
Strongly disagree	4%
<i>Agree (Net)</i>	<i>58%</i>
<i>Disagree (Net)</i>	<i>10%</i>

b. I have learned a lot from that conversation

	Total
Strongly agree	14%
Somewhat agree	29%
Neither agree nor disagree	42%
Somewhat disagree	10%
Strongly disagree	4%
<i>Agree (Net)</i>	<i>43%</i>
<i>Disagree (Net)</i>	<i>14%</i>

c. I feel included in that conversation

	Total
Strongly agree	14%
Somewhat agree	28%
Neither agree nor disagree	40%
Somewhat disagree	13%
Strongly disagree	5%
<i>Agree (Net)</i>	<i>42%</i>
<i>Disagree (Net)</i>	<i>18%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

11. There is a national discussion going on about men and women having equal rights. How much do you agree or disagree with each of the following statements regarding this conversation?

(Continued)

d. I worry that if I say what I'm thinking, I will be attacked

	Total
Strongly agree	17%
Somewhat agree	30%
Neither agree nor disagree	29%
Somewhat disagree	13%
Strongly disagree	11%
<i>Agree (Net)</i>	<i>46%</i>
<i>Disagree (Net)</i>	<i>24%</i>

e. I feel like my values are being threatened

	Total
Strongly agree	17%
Somewhat agree	30%
Neither agree nor disagree	28%
Somewhat disagree	14%
Strongly disagree	11%
<i>Agree (Net)</i>	<i>47%</i>
<i>Disagree (Net)</i>	<i>25%</i>

f. I feel excluded from that conversation

	Total
Strongly agree	11%
Somewhat agree	21%
Neither agree nor disagree	39%
Somewhat disagree	17%
Strongly disagree	13%
<i>Agree (Net)</i>	<i>31%</i>
<i>Disagree (Net)</i>	<i>30%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

11. There is a national discussion going on about men and women having equal rights. How much do you agree or disagree with each of the following statements regarding this conversation?

(Continued)

g. I worry that my rights are being taken away

	Total
Strongly agree	20%
Somewhat agree	26%
Neither agree nor disagree	25%
Somewhat disagree	16%
Strongly disagree	12%
<i>Agree (Net)</i>	<i>46%</i>
<i>Disagree (Net)</i>	<i>29%</i>

h. Hearing the conversation usually makes me annoyed or angry

	Total
Strongly agree	11%
Somewhat agree	23%
Neither agree nor disagree	37%
Somewhat disagree	17%
Strongly disagree	12%
<i>Agree (Net)</i>	<i>34%</i>
<i>Disagree (Net)</i>	<i>29%</i>

i. It's harder to be a man than a woman in the U.S. today

	Total
Strongly agree	11%
Somewhat agree	16%
Neither agree nor disagree	31%
Somewhat disagree	20%
Strongly disagree	22%
<i>Agree (Net)</i>	<i>27%</i>
<i>Disagree (Net)</i>	<i>42%</i>

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

	Total
The American Dream is more about independence and freedom	67%
The American Dream is more about material wealth	33%

	Total
Achieving the American Dream is the responsibility of each individual	65%
The government has a responsibility to help people achieve the American Dream	35%

	Total
Everyone has a chance to succeed if they work hard	52%
Not everyone has a chance to succeed, even if they work hard	48%

	Total
America's best years are ahead of it	55%
America has passed its peak	45%

	Total
There is enough economic opportunity where I live for people to succeed	58%
There is not enough economic opportunity where I live for people to succeed	42%

	Total
In America, the way to get ahead is to be perceived to be smart	54%
In America, the way to get ahead is to be perceived to be strong	46%

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

	Total
In the future, economic opportunity in America will be driven by digital tools and services	70%
In the future, economic opportunity in America will be driven by manufacturing of physical goods	30%

	Total
I don't believe advertising promoting a company or service as a path to the American Dream	55%
I believe advertising promoting a company or service as a path to the American Dream	45%

	Total
For America to succeed, we have to focus on America	57%
For America to succeed we have to lead the global economy	43%

	Total
Freedom means having the resources and opportunities to achieve your goals, even if it means the government helps	55%
Freedom means being able to do what you want without anyone stopping you	45%

	Total
Everyone should have an equal chance to achieve the American Dream, regardless of whether they are native-born or immigrants	63%
Native-born Americans should get priority in programs to help them achieve the American Dream	37%

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13. Which of the following is your main source of news in the last month?

	Total
ABC, CBS, or NBC News	19%
Social media, Podcasts or YouTube	16%
FOX News	13%
CNN or MSNBC	9%
Digital or online news	9%
Your local TV news or newspaper	8%
New York Times, Washington Post, USA Today, or Wall Street Journal	6%
Public television or radio	4%
Conservative media (Talk radio, Breitbart, Newsmax, OAN, etc.)	2%
Telemundo or Univision	1%
Other	3%
None of these	10%



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### About the Study

These are some of the findings of an Ipsos poll conducted between April 28 – 29, 2025. For this survey, a sample of 1,198 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample 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. Post-hoc 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 3.5 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 ( $n=1,198$ ,  $DEFF=1.5$ , adjusted Confidence Interval= $\pm 5.0$  percentage points).

### For more information on this news release, please contact:

Matt Carmichael  
Editor, What the Future  
Ipsos North America  
+1 312 218 7922  
[matt.carmichael@ipsos.com](mailto:matt.carmichael@ipsos.com)

Mallory Newall  
Vice President, US  
Public Affairs  
+1 202 374-2613  
[mallory.newall@ipsos.com](mailto:mallory.newall@ipsos.com)





## PUBLIC POLL FINDINGS AND METHODOLOGY

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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 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

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[www.ipsos.com](http://www.ipsos.com)

35 rue du Val de Marne  
75 628 Paris, Cedex 13 France  
Tel. +33 1 41 98 90 00

MetLife Bldg, 200 Park Ave., 11th Fl.  
New York, NY 10166, USA  
+1 212-265-3200

Contact: **Matt Carmichael**  
Editor, What the Future, Ipsos North America  
Email: [matt.carmichael@ipsos.com](mailto:matt.carmichael@ipsos.com)  
Tel: +1 312 218 7922

**GAME CHANGERS**

