PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior

Washington, DC, August 5, 2025

1. What level of threat does today's political climate pose to you personally?

	Very high threat	High threat	Moderate threat	Low threat	Very low threat	Don't know	*High Threat (Net)*	*Low Threat (Net)*
7/29-30, 2025 (N=1,085)	10%	21%	30%	19%	13%	7%	*31%*	*31%*
7/15-16, 2025 (N=1,083)	12%	14%	31%	21%	13%	9%	*26%*	*34%*
6/17-18, 2025 (N=1,096)	12%	19%	33%	20%	9%	6%	*31%*	*30%*
6/3-4, 2025 (N=1,080)	10%	16%	32%	21%	12%	10%	*26%*	*32%*
5/21-22, 2025 (N=1,085)	11%	15%	33%	20%	11%	10%	*26%*	*31%*
5/6-7, 2025 (N=1,094)	11%	15%	33%	17%	12%	12%	*26%*	*29%*
4/23-24, 2025 (N=1,085)	11%	17%	29%	20%	13%	10%	*28%*	*34%*
4/8-9, 2025 (N=1,090)	13%	16%	37%	18%	7%	9%	*30%*	*25%*
3/25-26, 2025 (N=1,085)	12%	17%	31%	19%	12%	9%	*29%*	*31%*
2/25-26, 2025 (N=1,083)	15%	17%	28%	17%	15%	8%	*32%*	*32%*
2/11-12, 2025 (N=1,082)	11%	15%	30%	21%	14%	8%	*26%*	*35%*

2. When it comes the political climate in the U.S. which of the following describes how you feel today?

	I'm stuck about what to do next	I have a lot of uncertainty	I have some uncertainty	I have no uncertainty
7/29-30, 2025	11%	44%	33%	13%
7/15-16, 2025	13%	40%	33%	14%
6/17-18, 2025	11%	45%	30%	14%
6/3-4, 2025	10%	42%	32%	16%
5/21-22, 2025	13%	37%	35%	15%
5/6-7, 2025	10%	43%	33%	14%
4/23-24, 2025	11%	40%	32%	17%
4/8-9, 2025	9%	46%	33%	12%
3/25-26, 2025	7%	48%	33%	12%
2/25-26, 2025	10%	42%	34%	13%
2/11-12, 2025	12%	36%	37%	15%

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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.

	5 – Very satisfied	4	3	2	1 – Very unsatisfied	Satisfied (Net)	Unsatisfied (Net)
7/29-30, 2025	9%	13%	30%	16%	32%	22%	48%
7/15-16, 2025	10%	16%	27%	14%	34%	26%	47%
6/17-18, 2025	8%	17%	26%	15%	33%	25%	48%
6/3-4, 2025	10%	14%	29%	17%	30%	23%	48%
5/21-22, 2025	9%	14%	29%	16%	31%	24%	48%
5/6-7, 2025	7%	15%	26%	18%	34%	22%	52%
4/23-24, 2025	10%	12%	32%	15%	31%	22%	47%
4/8-9, 2025	9%	13%	30%	12%	35%	22%	47%
3/25-26, 2025	9%	14%	30%	12%	35%	23%	47%
2/25-26, 2025	10%	15%	28%	16%	31%	26%	46%
2/11-12, 2025	10%	12%	33%	16%	29%	22%	45%

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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
7/29-30, 2025 (N=634)	61%	17%	23%
7/15-16, 2025 (N=611)	58%	20%	22%
6/17-18, 2025 (N=620)	56%	20%	24%
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%

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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 familiar, if at all, are you with the U.S. federal tax credits for electrified vehicles that are set to expire in September 2025?

	Total (N=1,085)
Very familiar	12%
Somewhat familiar	31%
Not very familiar	28%
Not familiar at all	23%
Don't know	6%
Familiar (Net)	*43%*
Not familiar (Net)	*51%*

6. Does the expiration of the EV tax credits make you more or less likely to purchase an electrified vehicle, or does it make no difference?

	Total (N=1,085)
I am more likely to purchase one	8%
I am just as likely to purchase one	18%
I am less likely to purchase one	18%
I was never likely to purchase one regardless of the tax credits	54%
I already own an electrified vehicle	2%

7. When thinking about the potential for tariffs on a range of U.S. trading partners, if prices rise at least 10% on the following items, what impact might they have on your shopping?

    a. Snacks

	4/23-24, 2025 (N=1,071)	7/29-30, 2025 (N=1,085)
I would have to cut back on or not buy this	37%	35%
It wouldn't affect my purchases	49%	47%
I would purchase more of this now to stock up	12%	11%
I am not in the market for this	3%	6%

7. When thinking about the potential for tariffs on a range of U.S. trading partners, if prices rise at least 10% on the following items, what impact might they have on your shopping *(Continued)*

b. Dairy products

	4/23-24, 2025 (N=1,060)	7/29-30, 2025 (N=1,085)
I would have to cut back on or not buy this	22%	21%
It wouldn't affect my purchases	65%	63%
I would purchase more of this now to stock up	9%	10%
I am not in the market for this	4%	6%

c. Detergents and cleaners

	4/23-24, 2025 (N=1,067)	7/29-30, 2025 (N=1,085)
I would have to cut back on or not buy this	17%	16%
It wouldn't affect my purchases	63%	60%
I would purchase more of this now to stock up	18%	20%
I am not in the market for this	2%	4%

d. Paper products (i.e., paper towels, toilet paper, etc.)

	4/23-24, 2025 (N=1,073)	7/29-30, 2025 (N=1,085)
I would have to cut back on or not buy this	17%	17%
It wouldn't affect my purchases	62%	58%
I would purchase more of this now to stock up	20%	21%
I am not in the market for this	1%	5%

e. Small electronics (games, small appliances, etc.)

	4/23-24, 2025 (N=960)	7/29-30, 2025 (N=1,085)
I would have to cut back on or not buy this	36%	33%
It wouldn't affect my purchases	33%	36%
I would purchase more of this now to stock up	4%	9%
I am not in the market for this	26%	23%

f. Books

	4/23-24, 2025 (N=875)	7/29-30, 2025 (N=1,085)
I would have to cut back on or not buy this	34%	19%
It wouldn't affect my purchases	44%	44%
I would purchase more of this now to stock up	4%	8%
I am not in the market for this	18%	29%

7. When thinking about the potential for tariffs on a range of U.S. trading partners, if prices rise at least 10% on the following items, what impact might they have on your shopping *(Continued)*

g. Meals from restaurants (either dine-in or carry-out/delivery)

	4/23-24, 2025 (N=1,027)	7/29-30, 2025 (N=1,085)
I would have to cut back on or not buy this	52%	49%
It wouldn't affect my purchases	37%	38%
I would purchase more of this now to stock up	4%	6%
I am not in the market for this	7%	8%

h. Jewelry

	4/23-24, 2025 (N=780)	7/29-30, 2025 (N=1,085)
I would have to cut back on or not buy this	30%	26%
It wouldn't affect my purchases	30%	24%
I would purchase more of this now to stock up	5%	5%
I am not in the market for this	35%	44%

i. Clothing and apparel

	4/23-24, 2025 (N=1,068)	7/29-30, 2025 (N=1,085)
I would have to cut back on or not buy this	44%	39%
It wouldn't affect my purchases	39%	43%
I would purchase more of this now to stock up	8%	10%
I am not in the market for this	9%	7%

j. Larger electronics (computers, TVs, gaming systems, phones)

	4/23-24, 2025 (N=994)	7/29-30, 2025 (N=1,085)
I would have to cut back on or not buy this	41%	35%
It wouldn't affect my purchases	26%	31%
I would purchase more of this now to stock up	5%	7%
I am not in the market for this	28%	26%

k. Over-the-counter-medications

	4/23-24, 2025 (N=1,040)	7/29-30, 2025 (N=1,085)
I would have to cut back on or not buy this	19%	16%
It wouldn't affect my purchases	64%	59%
I would purchase more of this now to stock up	11%	16%
I am not in the market for this	5%	9%

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7. When thinking about the potential for tariffs on a range of U.S. trading partners, if prices rise at least 10% on the following items, what impact might they have on your shopping *(Continued)*

I. Alcoholic beverages (Base: Asked if age is 21+)

	4/23-24, 2025 (N=747)	7/29-30, 2025 (N=1,064)
I would have to cut back on or not buy this	33%	25%
It wouldn't affect my purchases	45%	35%
I would purchase more of this now to stock up	9%	7%
I am not in the market for this	13%	33%

8. How familiar, if at all, are you with the concept of artificial intelligence (AI)?

	Very familiar	Somewhat familiar	Not very familiar	Not at all familiar	Don't know	*Familiar (Net)*	*Not familiar (Net)*
7/29-30, 2025	29%	46%	17%	6%	2%	*75%*	*23%*
4/8-9, 2025	25%	53%	15%	5%	3%	*77%*	*20%*
3/25-26, 2025	27%	48%	17%	6%	2%	*76%*	*23%*
1/28-29, 2025	22%	48%	19%	7%	3%	*71%*	*27%*
1/14-15, 2025	27%	46%	18%	7%	1%	*73%*	*26%*
12/10-11, 2024	23%	46%	20%	8%	3%	*69%*	*28%*
10/15-16, 2024	24%	48%	19%	7%	1%	*72%*	*27%*
10/1-2, 2024	22%	47%	22%	7%	1%	*69%*	*30%*
9/17-18, 2024	21%	47%	21%	9%	2%	*68%*	*30%*
9/4-5, 2024	22%	49%	19%	8%	1%	*71%*	*27%*
8/20-21, 2024	23%	50%	19%	7%	2%	*72%*	*26%*
8/6-7, 2024	22%	54%	16%	6%	2%	*76%*	*22%*
6/25-26, 2024	24%	49%	19%	7%	1%	*73%*	*26%*
6/11-12, 2024	25%	48%	19%	6%	1%	*73%*	*26%*
4/16-17, 2024	24%	42%	20%	12%	2%	*66%*	*32%*
3/19-20, 2024	23%	47%	21%	9%	1%	*70%*	*29%*
3/5-6, 2024	22%	46%	21%	9%	3%	*67%*	*30%*
2/21-22, 2024	18%	52%	19%	10%	1%	*70%*	*28%*
2/6-7, 2024	20%	46%	19%	12%	3%	*67%*	*31%*
1/23-24, 2024	19%	47%	22%	10%	2%	*66%*	*32%*
12/5-6, 2023	20%	52%	17%	9%	3%	*72%*	*25%*
11/7-8, 2023	21%	47%	21%	9%	2%	*68%*	*31%*
10/24-25, 2023	17%	49%	20%	10%	3%	*67%*	*30%*
10/10-11, 2023	22%	47%	18%	10%	4%	*68%*	*28%*

9/26-27, 2023	21%	50%	19%	9%	2%	*71%*	*27%*
9/12-13, 2023	21%	48%	19%	9%	2%	*70%*	*28%*
8/29-30, 2023	20%	49%	20%	9%	2%	*69%*	*29%*
8/15-16, 2023	25%	43%	24%	7%	2%	*68%*	*31%*
8/1-2, 2023	20%	52%	17%	8%	3%	*71%*	*25%*
7/18-19, 2023	19%	45%	25%	10%	1%	*64%*	*35%*
6/21-22, 2023	20%	48%	20%	8%	3%	*69%*	*28%*
6/6-7, 2023	21%	52%	18%	7%	1%	*73%*	*26%*
5/23-24, 2023	21%	47%	19%	7%	5%	*69%*	*26%*
5/9-10, 2023	17%	48%	24%	9%	3%	*65%*	*32%*

9. As you may know, AI tools are already being used to create text, images, videos, and movies. For each of the following, please indicate how much you would prefer human-driven content or AI-driven content.

Total Prefer Human Content Summary

	2/14-15, 2023 (N=1,109)	9/26-27, 2023 (N=1,116)	7/29-30, 2025 (N=1,085)
Online news articles or websites	69%	74%	74%
Customer marketing websites	60%	62%	64%
Photojournalism, or pictures for a news story	69%	74%	75%
Photos and illustration for artistic purposes	64%	65%	68%
Movies for streaming networks or theatrical release	58%	68%	73%
Videos for personal use	65%	74%	74%

9. As you may know, AI tools are already being used to create text, images, videos, and movies. For each of the following, please indicate how much you would prefer human-driven content or AI-driven content. *(Continued)*

Total Prefer AI-driven Content Summary

	2/14-15, 2023 (N=1,109)	9/26-27, 2023 (N=1,116)	7/29-30, 2025 (N=1,085)
Online news articles or websites	12%	13%	16%
Customer marketing websites	15%	18%	20%
Photojournalism, or pictures for a news story	12%	12%	12%
Photos and illustration for artistic purposes	14%	18%	17%
Movies for streaming networks or theatrical release	18%	15%	15%
Videos for personal use	13%	11%	13%

a. Online news articles or websites

	2/14-15, 2023 (N=1,109)	9/26-27, 2023 (N=1,116)	7/29-30, 2025 (N=1,085)
Strongly prefer human-driven content	39%	51%	52%
Somewhat prefer human-driven content	30%	24%	22%
Somewhat prefer AI-driven content	10%	10%	12%
Strongly prefer AI-driven content	2%	2%	4%
Don't know/No preference	19%	13%	10%
Prefer Human Content (Net)	*69%*	*74%*	*74%*
Prefer AI Content (Net)	*12%*	*13%*	*16%*

b. Customer marketing websites

	2/14-15, 2023 (N=1,109)	9/26-27, 2023 (N=1,116)	7/29-30, 2025 (N=1,085)
Strongly prefer human-driven content	30%	35%	38%
Somewhat prefer human-driven content	30%	27%	26%
Somewhat prefer AI-driven content	12%	14%	14%
Strongly prefer AI-driven content	3%	3%	6%
Don't know/No preference	25%	20%	16%
Prefer Human Content (Net)	*60%*	*62%*	*64%*
Prefer AI Content (Net)	*15%*	*18%*	*20%*

9. *As you may know, AI tools are already being used to create text, images, videos, and movies. For each of the following, please indicate how much you would prefer human-driven content or AI-driven content. (Continued)*

c. Photojournalism, or pictures for a news story

	2/14-15, 2023 (N=1,109)	9/26-27, 2023 (N=1,116)	7/29-30, 2025 (N=1,085)
Strongly prefer human-driven content	40%	50%	53%
Somewhat prefer human-driven content	29%	24%	23%
Somewhat prefer AI-driven content	8%	10%	8%
Strongly prefer AI-driven content	4%	3%	4%
Don't know/No preference	19%	14%	13%
Prefer Human Content (Net)	*69%*	*74%*	*75%*
Prefer AI Content (Net)	*12%*	*12%*	*12%*

d. Photos and illustration for artistic purposes

	2/14-15, 2023 (N=1,109)	9/26-27, 2023 (N=1,116)	7/29-30, 2025 (N=1,085)
Strongly prefer human-driven content	37%	40%	46%
Somewhat prefer human-driven content	27%	25%	22%
Somewhat prefer AI-driven content	11%	14%	12%
Strongly prefer AI-driven content	3%	4%	5%
Don't know/No preference	22%	17%	15%
Prefer Human Content (Net)	*64%*	*65%*	*68%*
Prefer AI Content (Net)	*14%*	*18%*	*17%*

e. Movies for streaming networks or theatrical release

	2/14-15, 2023 (N=1,109)	9/26-27, 2023 (N=1,116)	7/29-30, 2025 (N=1,085)
Strongly prefer human-driven content	32%	44%	51%
Somewhat prefer human-driven content	26%	24%	23%
Somewhat prefer AI-driven content	14%	12%	10%
Strongly prefer AI-driven content	4%	3%	5%
Don't know/No preference	23%	17%	12%
Prefer Human Content (Net)	*58%*	*68%*	*73%*
Prefer AI Content (Net)	*18%*	*15%*	*15%*

9. As you may know, AI tools are already being used to create text, images, videos, and movies. For each of the following, please indicate how much you would prefer human-driven content or AI-driven content. *(Continued)*

   f. Videos for personal use

	2/14-15, 2023 (N=1,109)	9/26-27, 2023 (N=1,116)	7/29-30, 2025 (N=1,085)
Strongly prefer human-driven content	37%	50%	48%
Somewhat prefer human-driven content	27%	24%	26%
Somewhat prefer AI-driven content	10%	8%	8%
Strongly prefer AI-driven content	3%	3%	5%
Don't know/No preference	23%	15%	12%
Prefer Human Content (Net)	*65%*	*74%*	*74%*
Prefer AI Content (Net)	*13%*	*11%*	*13%*

10. As you may know, AI tools are already being used in a variety of fields and professions. Please indicate whether you would trust humans, AI, humans using AI, or none of these to conduct these functions.

   a. Create news reports

	Total (N=1,085)
I trust humans to do this	59%
I trust AI to do this	14%
I trust humans using AI to do this	26%
I don't trust humans or AI to do this	9%
I don't know	6%

   b. Evaluate the efficacy of new medications

	Total (N=1,085)
I trust humans to do this	60%
I trust AI to do this	13%
I trust humans using AI to do this	28%
I don't trust humans or AI to do this	7%
I don't know	6%

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10. As you may know, AI tools are already being used in a variety of fields and professions. Please indicate whether you would trust humans, AI, humans using AI, or none of these to conduct these functions. *(Continued)*

c.   Reading medical test results

	Total (N=1,085)
I trust humans to do this	62%
I trust AI to do this	14%
I trust humans using AI to do this	30%
I don't trust humans or AI to do this	5%
I don't know	5%

d.   Create advertising content

	Total (N=1,085)
I trust humans to do this	43%
I trust AI to do this	24%
I trust humans using AI to do this	37%
I don't trust humans or AI to do this	7%
I don't know	8%

e.   Plan vacation itineraries

	Total (N=1,085)
I trust humans to do this	50%
I trust AI to do this	23%
I trust humans using AI to do this	36%
I don't trust humans or AI to do this	6%
I don't know	7%

f.   Innovate new products and services

	Total (N=1,085)
I trust humans to do this	49%
I trust AI to do this	21%
I trust humans using AI to do this	38%
I don't trust humans or AI to do this	4%
I don't know	10%

g.   Create movies for streaming networks or theatrical release

	Total (N=1,085)
I trust humans to do this	53%
I trust AI to do this	13%
I trust humans using AI to do this	28%
I don't trust humans or AI to do this	5%
I don't know	11%

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10. As you may know, AI tools are already being used in a variety of fields and professions. Please indicate whether you would trust humans, AI, humans using AI, or none of these to conduct these functions. *(Continued)*

h. Control air traffic

	Total (N=1,085)
I trust humans to do this	59%
I trust AI to do this	11%
I trust humans using AI to do this	26%
I don't trust humans or AI to do this	6%
I don't know	7%

i. Analyze business data

	Total (N=1,085)
I trust humans to do this	40%
I trust AI to do this	27%
I trust humans using AI to do this	41%
I don't trust humans or AI to do this	6%
I don't know	8%

j. Identify potential criminal activity

	Total (N=1,085)
I trust humans to do this	47%
I trust AI to do this	20%
I trust humans using AI to do this	38%
I don't trust humans or AI to do this	7%
I don't know	8%

k. Screen job applicants

	Total (N=1,085)
I trust humans to do this	60%
I trust AI to do this	15%
I trust humans using AI to do this	30%
I don't trust humans or AI to do this	6%
I don't know	7%

11. Thinking about the next school year (beginning in fall 2025), when did you, or when do you anticipate you will, start back-to-school shopping?

Base: Asked if Parent

	05/10-11, 2022 (N=306)	08/2-3, 2022 (N=306)	08/1-2, 2023 (N=267)	7/29-30, 2025 (N=306)
Earlier than May	3%	1%	-	4%
June	10%	7%	5%	3%
July	24%	16%	20%	27%
August	32%	45%	46%	48%
September	8%	8%	2%	7%
I don't plan to do back-to-school shopping	18%	23%	25%	11%

12. Do you anticipate spending more, less or about the same on back-to-school shopping in each of the following categories compared to last year?

Base: Asked if Parent and did not answer "I don't plan to do back-to-school shopping" to Q11

a. Clothing

	Total (N=262)
More	30%
Less	22%
About the same	46%
I don't know	2%

b. Shoes

	Total (N=262)
More	24%
Less	23%
About the same	48%
I don't know	5%

c. Supplies

	Total (N=262)
More	21%
Less	23%
About the same	55%
I don't know	1%

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12. Do you anticipate spending more, less or about the same on back-to-school shopping in each of the following categories compared to last year? *(Continued)*

Base: Asked if Parent and did not answer "I don't plan to do back-to-school shopping" to Q11

d. Electronics

	Total (N=262)
More	17%
Less	35%
About the same	41%
I don't know	8%

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

Total Familiar Summary

	Total (N=1,085)
Two executives embracing on the jumbotron at a Coldplay concert	69%
Ongoing developments in the case of the late financier and convicted child sex offender Jeffrey Epstein	70%
Congress voting to cut all federal funding for the Corporation for Public Broadcasting (CPB) and National Public Radio (NPR)	54%
Bryan Kohberger being sentenced to life in prison for the murders of four University of Idaho students	56%
The U.S. Justice Department forming a "strike force" to investigate former President Barack Obama	42%

a. Two executives embracing on the jumbotron at a Coldplay concert

	Total (N=1,085)
Very familiar	43%
Somewhat familiar	26%
Heard of it, but that's it	14%
Never heard of it	18%
Familiar (Net)	*69%*
Not familiar (Net)	*31%*

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

b. Ongoing developments in the case of the late financier and convicted child sex offender Jeffrey Epstein

	Total (N=1,085)
Very familiar	32%
Somewhat familiar	39%
Heard of it, but that's it	23%
Never heard of it	7%
Familiar (Net)	*70%*
Not familiar (Net)	*30%*

c. Congress voting to cut all federal funding for the Corporation for Public Broadcasting (CPB) and National Public Radio (NPR)

	Total (N=1,085)
Very familiar	26%
Somewhat familiar	28%
Heard of it, but that's it	24%
Never heard of it	22%
Familiar (Net)	*54%*
Not familiar (Net)	*46%*

d. Bryan Kohberger being sentenced to life in prison for the murders of four University of Idaho students

	Total (N=1,085)
Very familiar	28%
Somewhat familiar	28%
Heard of it, but that's it	22%
Never heard of it	22%
Familiar (Net)	*56%*
Not familiar (Net)	*44%*

e. The U.S. Justice Department forming a "strike force" to investigate former President Barack Obama

	Total (N=1,085)
Very familiar	15%
Somewhat familiar	27%
Heard of it, but that's it	25%
Never heard of it	33%
Familiar (Net)	*42%*
Not familiar (Net)	*58%*

PUBLIC POLL FINDINGS AND METHODOLOGY

14. 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. Two executives embracing on the jumbotron at a Coldplay concert

	Total (N=1,085)
I care a lot	9%
I care a little	15%
I don't care at all	67%
Don't know	8%

b. Ongoing developments in the case of the late financier and convicted child sex offender Jeffrey Epstein

	Total (N=1,085)
I care a lot	32%
I care a little	36%
I don't care at all	27%
Don't know	5%

c. Congress voting to cut all federal funding for the Corporation for Public Broadcasting (CPB) and National Public Radio (NPR)

	Total (N=1,085)
I care a lot	43%
I care a little	27%
I don't care at all	22%
Don't know	9%

d. Bryan Kohberger being sentenced to life in prison for the murders of four University of Idaho students

	Total (N=1,085)
I care a lot	31%
I care a little	38%
I don't care at all	22%
Don't know	10%

e. The U.S. Justice Department forming a "strike force" to investigate former President Barack Obama

	Total (N=1,085)
I care a lot	34%
I care a little	33%
I don't care at all	25%
Don't know	8%

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GAME CHANGERS

15. Overall, how great do you think America is?

	Total (N=1,085)
10 The greatest in every way (10)	14%
9 (9)	7%
8 (8)	14%
7 (7)	15%
6 (6)	9%
5 (5)	13%
4 (4)	11%
3 (3)	8%
2 (2)	4%
1 Not great in any way (1)	6%

16. When in our history was/is America greatest?

	Total (N=1,085)
Present day	9%
The 2010s	9%
The 2000s	9%
The 1990s	17%
The 1980s	13%
The 1970s	7%
The 1960s	7%
The 1950s	7%
The 1940s	6%
The 1930s	1%
The 1920s	-
Earlier than 1920	2%
It was never great	12%

PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are some of the findings of the one hundred and twenty first wave of an Ipsos poll conducted between July 15-16, 2025. For this survey, a sample of 1,083 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.

PUBLIC POLL FINDINGS AND METHODOLOGY

- 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
- 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-eight 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-nineth 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

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- 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
- 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

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- 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
- 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 one hundred and twentieth wave was conducted June 17-18, 2025 among 1,096 adults
- The one hundred and twenty-first wave was conducted July 15-16, 2025 among 1,083 adults
- The one hundred and twenty-second wave was conducted July 29-30, 2025 among 1,085 adults

The sample for this study was randomly drawn from Ipsos' online panel, partner online panel sources, and "river" sampling and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2023 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.6 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n= 1,083, 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,

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seventy-nineth, eightieth, eighty-first, eighty-second, eighty-third, eighty-fourth, eighty-fifth, eighty-sixth, eighty-seventh, eighty-eighth, eighty-eighth and a half, eighty-ninth, ninetieth, ninety-first, ninety-second, ninety-third, ninety-third and a half, ninety-fourth, ninety-fifth, ninety-sixth, ninety-sixth and a half, ninety-seventh, ninety-eighth, ninety-ninth, one hundredth, one hundred and first, one hundred and second, one hundred and third, one hundred and fourth, one hundred and fifth, one hundred and sixth, one hundred and seventh, one hundred and eighth, one hundred and ninth, one hundred and tenth, one hundred and eleventh, one hundred and twelfth, one hundred and thirteenth, one hundred and fourteenth, one hundred and fifteenth, one hundred and sixteenth, and one hundred and seventeenth, one hundred and eighteenth, one hundred and nineteenth, one hundred and twentieth, and one hundred and twenty first waves of this study have a credibility interval of 3.6 percentage points.

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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 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 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.

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, Mid-60 indices, and is eligible for the Deferred Settlement Service (SRD).

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