



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior

Washington, DC, September 12, 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)
9/9-10, 2025 (N=1,082)	13%	17%	35%	18%	12%	6%	30%	29%
8/26-27, 2025 (N=1,085)	14%	16%	35%	21%	8%	6%	30%	29%
8/12-13, 2025 (N=1,085)	13%	19%	29%	17%	14%	8%	31%	31%
7/29-30, 2025 (N=1,085)	8%	8%	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
9/9-10, 2025	14%	39%	33%	14%
8/26-27, 2025	14%	40%	32%	15%
8/12-13, 2025	15%	40%	29%	16%
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%



PUBLIC POLL FINDINGS AND METHODOLOGY

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)
9/9-10, 2025	12%	16%	26%	17%	30%	28%	46%
8/26-27, 2025	8%	13%	28%	15%	35%	22%	50%
8/12-13, 2025	12%	13%	30%	11%	34%	25%	45%
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%

4. Which of the following statements most applies to you?

	2/1-3, 2022	2/15-16, 2022	8/2-3, 2022	8/16-17, 2022	8/30-31, 2022	9/13-14, 2022	8/29-30, 2023	9/12-13, 2023	9/4-5, 2024	9/9-10, 2025
I do not expect to get COVID-19 at some point in the future.	37%	41%	41%	39%	43%	41%	44%	37%	49%	47%
I expect that I will get COVID-19 at some point in the future, so I have gone about my life as normally as I could.	25%	26%	24%	27%	25%	26%	29%	33%	31%	29%
I expect that I will get COVID-19 at some point in the future, despite trying to stay as safe as possible.	38%	33%	34%	34%	32%	33%	27%	31%	20%	24%



PUBLIC POLL FINDINGS AND METHODOLOGY

5. **[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
9/9-10, 2025 (N=619)	54%	21%	25%
8/26-27, 2025 (N=611)	58%	16%	26%
8/12-13, 2025 (N=615)	55%	23%	23%
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%



PUBLIC POLL FINDINGS AND METHODOLOGY

5. **[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%



PUBLIC POLL FINDINGS AND METHODOLOGY

6. 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)
9/9-10, 2025	29%	48%	16%	4%	2%	77%	21%
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%



PUBLIC POLL FINDINGS AND METHODOLOGY

7. **[ASKED IF Q6 = VERY/SOMEWHAT/NOT VERY FAMILIAR]** Have you used any of the following in the last month...

Yes Summary

	3/14-15, 2023 (N=1,119)	9/9-10, 2025 (N=994)
Social media	83%	87%
An internet search program	85%	86%
An artificial intelligence (AI) assisted internet search program	17%	58%
A customer service chat program	40%	52%
An artificial intelligence (AI) chat program	22%	49%
An artificial intelligence (AI) image generation system	14%	39%

No Summary

	3/14-15, 2023 (N=1,119)	9/9-10, 2025 (N=994)
An artificial intelligence (AI) image generation system	86%	61%
An artificial intelligence (AI) chat program	78%	51%
A customer service chat program	60%	48%
An artificial intelligence (AI) assisted internet search program	83%	42%
An internet search program	15%	14%
Social media	17%	13%

8. **[ASKED IF Q7 = YES FOR ANY AI ITEM]** To what extent do you agree or disagree with the following statements about AI tools?

Total Agree Summary

	9/9-10, 2025 (N=684)
I like using AI tools for personal tasks	73%
I don't always trust AI tools, but I use them anyway	65%
AI tools provide consistent, repeatable results	63%
I like using AI tools at work	53%
I trust AI tools, so I don't check their work	30%





PUBLIC POLL FINDINGS AND METHODOLOGY

8. To what extent do you agree or disagree with the following statements about AI tools?
(Continued)

a. I don't always trust AI tools, but I use them anyway

	9/9-10, 2025
Strongly agree	18%
Somewhat agree	47%
Somewhat disagree	25%
Strongly disagree	7%
Don't know	3%
Agree (Net)	65%
Disagree (Net)	32%

b. I trust AI tools, so I don't check their work

	9/9-10, 2025
Strongly agree	8%
Somewhat agree	21%
Somewhat disagree	37%
Strongly disagree	31%
Don't know	2%
Agree (Net)	30%
Disagree (Net)	68%

c. I like using AI tools at work

	9/9-10, 2025
Strongly agree	21%
Somewhat agree	32%
Somewhat disagree	17%
Strongly disagree	16%
Don't know	14%
Agree (Net)	53%
Disagree (Net)	34%

d. I like using AI tools for personal tasks

	9/9-10, 2025
Strongly agree	28%
Somewhat agree	45%
Somewhat disagree	15%
Strongly disagree	10%
Don't know	2%
Agree (Net)	73%
Disagree (Net)	25%



PUBLIC POLL FINDINGS AND METHODOLOGY

8. To what extent do you agree or disagree with the following statements about AI tools?
(Continued)

e. AI tools provide consistent, repeatable results

	9/9-10, 2025
Strongly agree	16%
Somewhat agree	47%
Somewhat disagree	18%
Strongly disagree	13%
Don't know	6%
<i>Agree (Net)</i>	63%
<i>Disagree (Net)</i>	31%

9. **[ASKED IF Q6 = VERY/SOMEWHAT/NOT VERY FAMILIAR]** When thinking about AI tools, to what extent do you trust them to do the following?

Trust A Lot Summary

	9/9-10, 2025 (N=994)
Provide fast results	48%
Provide consistent, repeatable results	18%
Provide accurate results	17%
Provide unbiased results	16%
Maintain the privacy of your data	14%

a. Provide accurate results

	9/9-10, 2025
Trust a lot	17%
Trust a little	62%
Don't trust at all	21%
<i>Trust (Net)</i>	79%

b. Maintain the privacy of your data

	9/9-10, 2025
Trust a lot	14%
Trust a little	41%
Don't trust at all	45%
<i>Trust (Net)</i>	55%





PUBLIC POLL FINDINGS AND METHODOLOGY

9. When thinking about AI tools, to what extent do you trust them to do the following?
(Continued)

c. Provide fast results

	9/9-10, 2025
Trust a lot	48%
Trust a little	42%
Don't trust at all	11%
Trust (Net)	89%

d. Provide consistent, repeatable results

	9/9-10, 2025
Trust a lot	18%
Trust a little	61%
Don't trust at all	21%
Trust (Net)	79%

e. Provide unbiased results

	9/9-10, 2025
Trust a lot	16%
Trust a little	48%
Don't trust at all	36%
Trust (Net)	64%

10. In general, how much do you trust the information you receive from the following sources?

Total Trust Summary

	8/4-5, 2020	10/12-13, 2021	2/14-15, 2023	9/9-10, 2025
Reviews from other users or customers of a product or service (i.e. Yelp, Amazon reviews, etc.)	49%	53%	52%	64%
Companies or brands	31%	37%	39%	47%
Articles shared on social media by friends or acquaintances	26%	28%	29%	44%
Internet search results tailored to you by an algorithm	N/A	N/A	32%	42%
Internet search results generated by AI	N/A	N/A	27%	42%
Television advertising	23%	26%	29%	37%
Influencers	16%	19%	19%	22%



PUBLIC POLL FINDINGS AND METHODOLOGY

10. In general, how much do you trust the information you receive from the following sources?
(Continued)

a. Television advertising

	8/4-5, 2020	10/12-13, 2021	2/14-15, 2023	9/9-10, 2025
Trust a great deal	4%	5%	5%	8%
Trust a little	19%	21%	24%	29%
Neither trust nor distrust	39%	40%	36%	36%
Distrust a little	23%	23%	25%	18%
Distrust a great deal	15%	10%	10%	9%
Trust (Net)	23%	26%	29%	37%
Distrust (Net)	38%	34%	35%	27%

b. Reviews from other users or customers of a product or service (i.e. Yelp, Amazon reviews, etc.)

	8/4-5, 2020	10/12-13, 2021	2/14-15, 2023	9/9-10, 2025
Trust a great deal	10%	13%	10%	15%
Trust a little	39%	39%	42%	48%
Neither trust nor distrust	30%	31%	30%	23%
Distrust a little	16%	12%	13%	10%
Distrust a great deal	5%	5%	5%	3%
Trust (Net)	49%	53%	52%	64%
Distrust (Net)	21%	17%	18%	13%

c. Articles shared on social media by friends or acquaintances

	8/4-5, 2020	10/12-13, 2021	2/14-15, 2023	9/9-10, 2025
Trust a great deal	4%	5%	5%	11%
Trust a little	22%	22%	24%	33%
Neither trust nor distrust	37%	40%	38%	35%
Distrust a little	20%	19%	21%	14%
Distrust a great deal	17%	13%	12%	7%
Trust (Net)	26%	28%	29%	44%
Distrust (Net)	37%	32%	33%	21%

d. Companies or brands

	8/4-5, 2020	10/12-13, 2021	2/14-15, 2023	9/9-10, 2025
Trust a great deal	4%	8%	6%	10%
Trust a little	27%	29%	34%	37%
Neither trust nor distrust	45%	40%	37%	33%
Distrust a little	17%	17%	18%	13%
Distrust a great deal	7%	6%	5%	7%
Trust (Net)	31%	37%	39%	47%
Distrust (Net)	24%	23%	23%	20%



PUBLIC POLL FINDINGS AND METHODOLOGY

10. In general, how much do you trust the information you receive from the following sources?
(Continued)

e. Influencers

	8/4-5, 2020	10/12-13, 2021	2/14-15, 2023	9/9-10, 2025
Trust a great deal	3%	4%	3%	6%
Trust a little	12%	15%	16%	15%
Neither trust nor distrust	36%	36%	33%	30%
Distrust a little	25%	22%	27%	25%
Distrust a great deal	23%	22%	20%	23%
<i>Trust (Net)</i>	16%	19%	19%	22%
<i>Distrust (Net)</i>	48%	45%	47%	48%

f. Internet search results tailored to you by an algorithm

	2/14-15, 2023	9/9-10, 2025
Trust a great deal	5%	9%
Trust a little	26%	32%
Neither trust nor distrust	39%	33%
Distrust a little	20%	19%
Distrust a great deal	9%	7%
<i>Trust (Net)</i>	32%	42%
<i>Distrust (Net)</i>	29%	26%

g. Internet search results generated by AI

	2/14-15, 2023	9/9-10, 2025
Trust a great deal	5%	10%
Trust a little	22%	32%
Neither trust nor distrust	42%	30%
Distrust a little	20%	16%
Distrust a great deal	11%	11%
<i>Trust (Net)</i>	27%	42%
<i>Distrust (Net)</i>	31%	28%



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

Total Familiar Summary

	9/9-10, 2025
Cracker Barrel changing its logo and then changing it back	69%
Powerball reaching nearly \$2 billion, one of its highest jackpots in history	68%
China meeting with leaders from Russia, India and North Korea	55%
The rock band Oasis performing their first U.S. concerts together since 2008	26%
Chagas disease being declared endemic by the CDC as an outbreak spreads in the U.S.	23%

a. China meeting with leaders from Russia, India and North Korea

	9/9-10, 2025
Very familiar	20%
Somewhat familiar	35%
Heard of it, but that's it	23%
Never heard of it	22%
<i>Familiar (Net)</i>	55%
<i>Not Familiar (Net)</i>	45%

b. Cracker Barrel changing its logo and then changing it back

	9/9-10, 2025
Very familiar	41%
Somewhat familiar	28%
Heard of it, but that's it	17%
Never heard of it	14%
<i>Familiar (Net)</i>	69%
<i>Not Familiar (Net)</i>	31%

c. Chagas disease being declared endemic by the CDC as an outbreak spreads in the U.S.

	9/9-10, 2025
Very familiar	8%
Somewhat familiar	16%
Heard of it, but that's it	18%
Never heard of it	59%
<i>Familiar (Net)</i>	23%
<i>Not Familiar (Net)</i>	77%



PUBLIC POLL FINDINGS AND METHODOLOGY

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

d. Powerball reaching nearly \$2 billion, one of its highest jackpots in history

	9/9-10, 2025
Very familiar	37%
Somewhat familiar	30%
Heard of it, but that's it	19%
Never heard of it	14%
Familiar (Net)	68%
Not Familiar (Net)	32%

e. The rock band Oasis performing their first U.S. concerts together since 2008

	9/9-10, 2025
Very familiar	11%
Somewhat familiar	15%
Heard of it, but that's it	20%
Never heard of it	54%
Familiar (Net)	26%
Not Familiar (Net)	74%

12. 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. China meeting with leaders from Russia, India and North Korea

	9/9-10, 2025
I care a lot	30%
I care a little	44%
I don't care at all	19%
Don't know	7%

b. Cracker Barrel changing its logo and then changing it back

	9/9-10, 2025
I care a lot	9%
I care a little	29%
I don't care at all	57%
Don't know	5%





PUBLIC POLL FINDINGS AND METHODOLOGY

12. 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? (*Continued*)

- c. Chagas disease being declared endemic by the CDC as an outbreak spreads in the U.S.

	9/9-10, 2025
I care a lot	28%
I care a little	37%
I don't care at all	19%
Don't know	15%

- d. Powerball reaching nearly \$2 billion, one of its highest jackpots in history

	9/9-10, 2025
I care a lot	18%
I care a little	36%
I don't care at all	42%
Don't know	5%

- e. The rock band Oasis performing their first U.S. concerts together since 2008

	9/9-10, 2025
I care a lot	8%
I care a little	20%
I don't care at all	64%
Don't know	8%





PUBLIC POLL FINDINGS AND METHODOLOGY

13. When do you plan to start your holiday shopping this year?

	I already started	September	October	November	December	I do not do any holiday shopping	Don't know
9/9-10, 2025	13%	3%	21%	33%	11%	12%	7%
12/10-11, 2024	65%	N/A	N/A	N/A	15%	14%	6%
11/13-14, 2024	39%	N/A	N/A	21%	17%	15%	8%
10/29-30, 2024	32%	N/A	2%	38%	10%	11%	7%
10/15-16, 2024	25%	N/A	6%	39%	11%	11%	8%
9/17-18, 2024	17%	3%	19%	29%	10%	13%	8%
12/5-6, 2023	67%	N/A	N/A	N/A	17%	11%	5%
11/7-8, 2023	31%	N/A	N/A	28%	18%	13%	9%
10/10-11, 2023	19%	N/A	10%	40%	10%	12%	8%
9/12-13, 2023	14%	N/A	21%	33%	9%	12%	10%
11/9-10, 2022	36%	N/A	N/A	23%	17%	15%	10%
10/25-26, 2022	23%	N/A	5%	33%	12%	16%	11%
8/16-17, 2022	9%	8%	17%	29%	11%	18%	8%
11/9-10, 2021	34%	N/A	N/A	22%	16%	18%	9%
10/12-13, 2021	22%	N/A	9%	33%	8%	13%	15%
9/28-29, 2021	18%	N/A	15%	30%	8%	14%	15%
8/18-19, 2021	13%	7%	19%	30%	11%	11%	10%
11/24-25, 2020	50%	N/A	N/A	12%	17%	12%	8%
10/13-14, 2020	25%	N/A	8%	30%	9%	15%	13%
9/29-30, 2020	19%	2%	17%	26%	8%	13%	14%
9/15-16, 2020	14%	3%	16%	25%	9%	14%	19%
9/1-2, 2020	12%	7%	17%	28%	10%	12%	13%



PUBLIC POLL FINDINGS AND METHODOLOGY

14. Would seeing each of the following in your community make you feel more or less safe, or would it make no difference?

More Safe Summary

	9/9-10, 2025
More police officers on the streets	54%
Armed military and federal agents	40%
Teachers openly carrying firearms	27%
More individuals openly carrying firearms	21%

a. More police officers on the streets

	9/9-10, 2025
More safe	54%
No difference	26%
Less safe	15%
Don't know	5%

b. Armed military and federal agents

	9/9-10, 2025
More safe	40%
No difference	20%
Less safe	33%
Don't know	7%

c. More individuals openly carrying firearms

	9/9-10, 2025
More safe	21%
No difference	20%
Less safe	53%
Don't know	6%

d. Teachers openly carrying firearms

	9/9-10, 2025
More safe	27%
No difference	21%
Less safe	41%
Don't know	10%

15. Do you happen to keep any guns in your home or garage?

Q15 held for future release



PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are some of the findings of the one hundred and twenty fifth wave of an Ipsos poll conducted between September 9-10, 2025. For this survey, a sample of 1,082 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 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 one hundred and twenty-third wave conducted August 12-13, 2025 among 1,085 adults
- The one hundred and twenty-fourth wave conducted August 26-27, 2025 among 1,085 adults
- The one hundred and twenty-fifth wave conducted September 9-10, 2025 among 1,082 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= 1,082, 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-eighth and a half, eighty-ninth, ninetieth, ninety-first, ninety-second, ninety-third, ninety-third and a half, ninety-fourth,





PUBLIC POLL FINDINGS AND METHODOLOGY

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, one hundred and twenty first, one hundred and twenty second, one hundred and twenty third, one hundred and twenty fourth, and one hundred and twenty fifth waves of this study have a credibility interval of 3.6 percentage points.

For more information on this news release, please contact:

Mallory Newall
Vice President, US
Public Affairs
+1 202 420-2014
mallory.newall@ipsos.com





PUBLIC POLL FINDINGS AND METHODOLOGY

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).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

www.ipsos.com

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