



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior

Washington, DC, September 26, 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)
9/23-24, 2025 (N=1,085)	11%	17%	35%	20%	11%	7%	28%	31%
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
9/23-24, 2025	14%	44%	31%	11%
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%



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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)
9/23-24, 2025	9%	14%	26%	16%	35%	23%	51%
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%





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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
9/23-24, 2025 (N=634)	54%	20%	25%
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%



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4. **[ASKED ONLY IF EMPLOYED]** Are you currently working from home, at your workplace, or both a majority of the time? *(Continued)*

	Working at my workplace only	Working from home only	Working both from home and at my workplace
12/5-6, 2023 (N=567)	55%	25%	20%
11/7-8, 2023 (N=595)	54%	24%	22%
10/24-25, 2023 (N=551)	55%	22%	23%
10/10-11, 2023 (N=570)	58%	19%	23%
9/26-27, 2023 (N=612)	57%	18%	25%
9/12-13, 2023 (N=594)	55%	20%	26%
8/29-30, 2023 (N=586)	57%	25%	19%
8/15-16, 2023 (N=568)	51%	23%	26%
8/1-2, 2023 (N=623)	50%	28%	22%
7/18-19, 2023 (N=574)	60%	20%	20%
6/21-22, 2023 (N=580)	52%	25%	23%
6/6-7, 2023 (N=582)	60%	21%	19%
5/23-24, 2023 (N=599)	52%	24%	23%
5/9-10, 2023 (N=615)	59%	20%	21%
4/25-26, 2023 (N=582)	52%	29%	19%
4/11-12, 2023 (N=557)	58%	21%	22%
3/28-29, 2023 (N=620)	46%	24%	30%
3/14-15, 2023 (N=625)	55%	25%	20%
2/28-3/1, 2023 (N=616)	61%	20%	19%
2/14-15, 2023 (N=603)	56%	24%	20%
1/18-19, 2023 (N=639)	56%	22%	22%
11/9-10, 2022 (N=628)	54%	22%	24%
10/25-26, 2022 (N=594)	56%	24%	20%
10/11-12, 2022 (N=611)	62%	21%	18%
9/27-28, 2022 (N=616)	56%	23%	21%
9/13-14, 2022 (N=596)	55%	21%	24%
8/30-31, 2022 (N=584)	57%	20%	23%
8/16-17, 2022 (N=598)	55%	25%	20%
8/2-3, 2022 (N=613)	54%	25%	21%
7/19-20, 2022 (N=588)	58%	25%	17%
6/22-23, 2022 (N=622)	56%	27%	17%
6/7-8, 2022 (N=593)	56%	24%	20%
5/24-25, 2022 (N=571)	56%	26%	18%
5/10-11, 2022 (N=628)	56%	24%	20%
4/26-27, 2022 (N=657)	57%	24%	19%
4/12-13, 2022 (N=663)	58%	24%	19%
3/29-30, 2022 (N=666)	57%	23%	20%
3/15-16, 2022 (N=611)	57%	23%	20%
2/2-3, 2022 (N=1,086)	56%	24%	20%
1/20-21, 2021 (N=603)	34%	48%	18%



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5. For each of the statements below, indicate your level of agreement.

	8/18-19, 2020	2/2-3, 2021	2/17-18, 2021	9/14-15, 2021	2/1-3, 2022	3/15-16, 2022	4/12-13, 2022	8/16-17, 2022	8/30-31, 2022	2/14-15, 2023	8/29-30, 2023	4/30-5/1, 2024	5/21-22, 2025	9/23-24, 2025
[ASK IF AGE 18-39] I want to wait to start or grow my family until I am in better financial shape	55%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	53%	49%	50%	55%	59%	63%
Even if it's a small amount, I can put money away each month	62%	N/A	N/A	65%	N/A	55%	58%	N/A	N/A	N/A	N/A	68%	59%	61%
I believe I will be better off than my parents *	45%	44%	47%	46%	44%	46%	42%	36%	41%	40%	46%	50%	44%	50%
After paying my bills, I do not have money left to spend on the things I want	38%	37%	36%	40%	42%	39%	43%	46%	48%	45%	37%	39%	41%	48%
I feel like I have enough saved in case something unplanned happens (i.e. home repairs, car repairs etc.)	52%	48%	54%	49%	48%	50%	46%	39%	40%	40%	54%	51%	49%	47%
I worry about paying all of my bills each month	37%	34%	32%	36%	42%	42%	41%	44%	46%	39%	39%	35%	40%	45%





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5. For each of the statements below, indicate your level of agreement. *(Continued)*

a. After paying my bills, I do not have money left to spend on the things I want

	6/23-24, 2020	8/18-19, 2020	2/2-3, 2021	2/17-18, 2021	9/14-15, 2021	2/1-3, 2022	3/15-16, 2022	4/12-13, 2022	8/16-17, 2022	8/30-31, 2022	2/14-15, 2023	8/29-30, 2023	4/30-5/1, 2024	5/21-22, 2025	9/23-24, 2025
Strongly agree	16%	17%	17%	15%	16%	20%	15%	19%	19%	23%	20%	16%	16%	20%	23%
Somewhat agree	21%	21%	20%	21%	23%	23%	25%	24%	27%	26%	25%	22%	23%	21%	25%
Neither agree nor disagree	21%	20%	19%	19%	18%	20%	21%	22%	23%	19%	20%	18%	15%	21%	15%
Somewhat disagree	23%	21%	23%	24%	25%	19%	24%	22%	19%	20%	20%	25%	23%	20%	18%
Strongly disagree	19%	20%	21%	20%	18%	19%	16%	13%	13%	12%	14%	20%	23%	18%	18%
Agree (Net)	37%	38%	37%	36%	40%	42%	39%	43%	46%	48%	45%	37%	39%	41%	48%
Disagree (Net)	42%	41%	44%	44%	42%	37%	40%	35%	32%	33%	34%	45%	46%	38%	37%

b. Even if it's a small amount, I can put money away each month

	4/27-28, 2020	5/4-5, 2020	6/23-24, 2020	8/18-19, 2020	9/14-15, 2021	3/15-16, 2022	4/12-13, 2022	4/30-5/1, 2024	5/21-22, 2025	9/23-24, 2025
Strongly agree	25%	25%	27%	24%	27%	23%	20%	34%	32%	25%
Somewhat agree	38%	37%	37%	38%	37%	32%	37%	34%	27%	35%
Neither agree nor disagree	19%	19%	18%	16%	18%	25%	21%	15%	18%	15%
Somewhat disagree	10%	11%	11%	12%	9%	14%	11%	9%	11%	13%
Strongly disagree	8%	8%	8%	11%	9%	6%	10%	8%	12%	12%
Agree (Net)	63%	62%	64%	62%	65%	55%	58%	68%	59%	61%
Disagree (Net)	18%	19%	19%	23%	17%	20%	21%	17%	23%	25%





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5. For each of the statements below, indicate your level of agreement. *(Continued)*

c. I believe I will be better off than my parents

	6/23-24, 2020	8/18-19, 2020	2/2-3, 2021	2/17-18, 2021	9/14-15, 2021	2/1-3, 2022	3/15-16, 2022	4/12-13, 2022	8/16-17, 2022	8/30-31, 2022	2/14-15, 2023	8/29-30, 2023	4/30-5/1, 2024	5/21-22, 2025	9/23-24, 2025
Strongly agree	18%	19%	18%	18%	18%	19%	19%	14%	11%	15%	15%	18%	23%	22%	22%
Somewhat agree	26%	25%	26%	29%	28%	25%	28%	28%	25%	25%	24%	27%	27%	22%	28%
Neither agree nor disagree	30%	32%	31%	27%	30%	33%	31%	34%	30%	29%	28%	28%	29%	31%	22%
Somewhat disagree	14%	13%	14%	16%	14%	14%	14%	13%	16%	16%	18%	15%	13%	11%	14%
Strongly disagree	11%	10%	11%	10%	9%	9%	9%	11%	18%	14%	15%	12%	8%	14%	14%
Agree (Net)	44%	45%	44%	47%	46%	44%	46%	42%	36%	41%	40%	46%	50%	44%	50%
Disagree (Net)	26%	23%	25%	25%	23%	23%	23%	24%	34%	30%	33%	27%	21%	25%	29%

d. I worry about paying all of my bills each month

	6/23-24, 2020	8/18-19, 2020	2/2-3, 2021	2/17-18, 2021	9/14-15, 2021	2/1-3, 2022	3/15-16, 2022	4/12-13, 2022	8/16-17, 2022	8/30-31, 2022	2/14-15, 2023	8/29-30, 2023	4/30-5/1, 2024	5/21-22, 2025	9/23-24, 2025
Strongly agree	12%	17%	13%	14%	15%	19%	16%	17%	19%	21%	17%	14%	15%	21%	22%
Somewhat agree	22%	20%	20%	18%	21%	23%	26%	24%	25%	25%	23%	24%	20%	19%	23%
Neither agree nor disagree	17%	18%	18%	19%	20%	18%	20%	21%	22%	19%	19%	18%	15%	19%	14%
Somewhat disagree	23%	20%	22%	20%	21%	17%	17%	20%	17%	16%	21%	16%	22%	19%	18%
Strongly disagree	26%	26%	26%	28%	23%	22%	22%	19%	17%	19%	21%	27%	28%	21%	23%
Agree (Net)	34%	37%	34%	32%	36%	42%	42%	41%	44%	46%	39%	39%	35%	40%	45%
Disagree (Net)	49%	45%	49%	49%	44%	39%	39%	38%	34%	35%	42%	44%	49%	41%	40%



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5. For each of the statements below, indicate your level of agreement. *(Continued)*

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

	6/23-24, 2020 (N=394)	8/18-19, 2020 (N=380)	8/30-31, 2022 (N=402)	2/14-15, 2023 (N=398)	8/29-30, 2023 (N=384)	4/30-5/1, 2024 (N=402)	5/21-22, 2025 (N=399)	9/23-24, 2025 (N=413)
Strongly agree	28%	32%	26%	24%	27%	26%	31%	34%
Somewhat agree	23%	23%	27%	25%	23%	29%	28%	30%
Neither agree nor disagree	30%	25%	30%	29%	30%	26%	26%	20%
Somewhat disagree	9%	10%	7%	9%	10%	6%	3%	8%
Strongly disagree	10%	10%	10%	13%	10%	13%	12%	8%
Agree (Net)	51%	55%	53%	49%	50%	55%	59%	63%
Disagree (Net)	18%	20%	17%	22%	20%	19%	15%	17%

f. I feel like I have enough saved in case something unplanned happens (i.e. home repairs, car repairs etc.)

	6/23-24, 2020	8/18-19, 2020	2/2-3, 2021	2/17-18, 2021	9/14-15, 2021	2/1-3, 2022	3/15-16, 2022	4/12-13, 2022	8/16-17, 2022	8/30-31, 2022	2/14-15, 2023	8/29-30, 2023	4/30-5/1, 2024	5/21-22, 2025	9/23-24, 2025
Strongly agree	20%	20%	19%	22%	18%	21%	19%	17%	13%	14%	15%	22%	23%	24%	22%
Somewhat agree	31%	32%	30%	32%	30%	27%	31%	29%	26%	26%	25%	32%	27%	26%	26%
Neither agree nor disagree	18%	18%	17%	16%	19%	19%	19%	23%	22%	22%	21%	17%	16%	20%	14%
Somewhat disagree	15%	12%	15%	13%	15%	15%	12%	15%	18%	15%	19%	14%	14%	11%	16%
Strongly disagree	15%	18%	19%	17%	17%	19%	19%	16%	21%	23%	20%	15%	20%	19%	22%
Agree (Net)	51%	52%	48%	54%	49%	48%	50%	46%	39%	40%	40%	54%	51%	49%	47%
Disagree (Net)	30%	30%	34%	30%	32%	33%	31%	31%	39%	38%	39%	30%	34%	31%	38%



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6. To what extent do you agree or disagree with the following statements?

Total Agree Summary

	I am hopeful for my future	The world today is changing too fast	I tend to buy brands that reflect my personal values	My religion or faith is very important to me	Being a fan of sports is very important to me	I have often felt stressed or nervous in the past month
9/23-24, 2025	76%	80%	67%	63%	53%	62%
2/11-12, 2025	74%	75%	68%	67%	51%	63%
1/28-29, 2025	77%	77%	64%	65%	51%	58%
1/14-15, 2025	84%	78%	68%	67%	50%	57%
12/10-11, 2024	81%	74%	66%	65%	53%	55%
11/13-14, 2024	78%	80%	62%	63%	48%	60%
9/17-18, 2024	78%	N/A	65%	68%	52%	58%
9/4-5, 2024	81%	N/A	62%	60%	50%	59%
8/20-21, 2024	81%	N/A	68%	62%	51%	63%
8/6-7, 2024	77%	77%	67%	65%	49%	N/A
7/23-24, 2024	78%	78%	64%	63%	50%	N/A
6/25-26, 2024	87%	77%	70%	65%	48%	N/A
6/11-12, 2024	81%	77%	73%	68%	53%	N/A
5/14-15, 2024	82%	78%	66%	65%	54%	N/A
4/30-5/1, 2024	81%	77%	64%	63%	49%	N/A
4/16-17, 2024	80%	74%	73%	60%	48%	N/A
4/2-3, 2024	84%	76%	66%	65%	53%	N/A
3/19-20, 2024	83%	81%	69%	68%	49%	N/A
3/5-6, 2024	79%	80%	66%	65%	53%	N/A
2/21-22, 2024	84%	81%	70%	68%	53%	N/A
2/6-7, 2024	84%	77%	70%	63%	51%	N/A
1/23-24, 2024	80%	75%	69%	64%	49%	N/A





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6. To what extent do you agree or disagree with the following statements? *(Continued)*

a. The world today is changing too fast

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know	Agree (Net)	Disagree (Net)
9/23-24, 2025	40%	40%	13%	4%	3%	80%	17%
2/11-12, 2025	29%	46%	16%	4%	5%	75%	20%
1/28-29, 2025	32%	45%	15%	4%	5%	77%	19%
1/14-15, 2025	33%	46%	16%	4%	2%	78%	20%
12/10-11, 2024	32%	42%	17%	4%	5%	74%	21%
11/13-14, 2024	34%	46%	14%	3%	3%	80%	17%
8/6-7, 2024	31%	46%	14%	7%	3%	77%	20%
7/23-24, 2024	36%	42%	14%	5%	3%	78%	20%
6/25-26, 2024	36%	41%	15%	4%	4%	77%	18%
6/11-12, 2024	33%	43%	16%	5%	3%	77%	20%
5/14-15, 2024	40%	39%	15%	3%	3%	78%	19%
4/30-5/1, 2024	37%	39%	16%	4%	3%	77%	20%
4/16-17, 2024	34%	40%	19%	5%	2%	74%	24%
4/2-3, 2024	38%	38%	16%	5%	2%	76%	22%
3/19-20, 2024	37%	44%	12%	3%	4%	81%	15%
3/5-6, 2024	33%	47%	13%	4%	3%	80%	17%
2/21-22, 2024	39%	42%	14%	3%	3%	81%	16%
2/6-7, 2024	35%	42%	15%	5%	3%	77%	20%
1/23-24, 2024	33%	43%	15%	5%	4%	75%	21%





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6. To what extent do you agree or disagree with the following statements? *(Continued)*

b. Being a fan of sports is very important to me

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know	Agree (Net)	Disagree (Net)
9/23-24, 2025	23%	30%	20%	26%	1%	53%	46%
2/11-12, 2025	22%	29%	18%	29%	2%	51%	47%
1/28-29, 2025	21%	30%	19%	26%	3%	51%	45%
1/14-15, 2025	23%	27%	17%	31%	2%	50%	48%
12/10-11, 2024	22%	31%	17%	28%	3%	53%	45%
11/13-14, 2024	21%	26%	18%	31%	3%	48%	49%
9/17-18, 2024	22%	30%	18%	28%	3%	52%	46%
9/4-5, 2024	19%	31%	15%	33%	3%	50%	48%
8/20-21, 2024	22%	29%	19%	29%	1%	51%	47%
8/6-7, 2024	22%	27%	19%	30%	2%	49%	49%
7/23-24, 2024	22%	28%	19%	29%	2%	50%	48%
6/25-26, 2024	22%	26%	18%	30%	3%	48%	49%
6/11-12, 2024	24%	29%	22%	24%	2%	53%	46%
5/14-15, 2024	25%	29%	18%	26%	2%	54%	44%
4/30-5/1, 2024	22%	27%	18%	31%	2%	49%	49%
4/16-17, 2024	18%	30%	19%	31%	2%	48%	50%
4/2-3, 2024	22%	31%	16%	30%	1%	53%	46%
3/19-20, 2024	20%	28%	18%	31%	2%	49%	49%
3/5-6, 2024	25%	28%	17%	28%	2%	53%	45%
2/21-22, 2024	24%	29%	17%	29%	2%	53%	46%
2/6-7, 2024	21%	31%	19%	27%	2%	51%	46%
1/23-24, 2024	21%	28%	20%	29%	2%	49%	49%





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6. To what extent do you agree or disagree with the following statements? *(Continued)*

c. My religion or faith is very important to me

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know	Agree (Net)	Disagree (Net)
9/23-24, 2025	35%	28%	13%	21%	3%	63%	34%
2/11-12, 2025	41%	26%	12%	17%	4%	67%	29%
1/28-29, 2025	36%	29%	11%	20%	4%	65%	31%
1/14-15, 2025	38%	29%	13%	16%	4%	67%	29%
12/10-11, 2024	38%	27%	14%	19%	3%	65%	32%
11/13-14, 2024	36%	27%	14%	22%	2%	63%	35%
9/17-18, 2024	41%	26%	13%	16%	3%	68%	29%
9/4-5, 2024	29%	31%	15%	22%	3%	60%	37%
8/20-21, 2024	32%	30%	17%	17%	4%	62%	33%
8/6-7, 2024	36%	29%	14%	17%	4%	65%	32%
7/23-24, 2024	37%	26%	16%	19%	2%	63%	35%
6/25-26, 2024	37%	28%	11%	21%	3%	65%	33%
6/11-12, 2024	38%	29%	14%	15%	4%	68%	29%
5/14-15, 2024	40%	26%	15%	17%	3%	65%	31%
4/30-5/1, 2024	37%	26%	14%	21%	2%	63%	35%
4/16-17, 2024	34%	26%	14%	22%	3%	60%	37%
4/2-3, 2024	37%	28%	15%	18%	2%	65%	33%
3/19-20, 2024	36%	32%	14%	15%	3%	68%	28%
3/5-6, 2024	37%	28%	14%	18%	3%	65%	32%
2/21-22, 2024	41%	27%	15%	15%	3%	68%	29%
2/6-7, 2024	34%	30%	15%	20%	2%	63%	35%
1/23-24, 2024	36%	27%	14%	20%	3%	64%	33%





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6. To what extent do you agree or disagree with the following statements? *(Continued)*

d. I am hopeful for my future

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know	Agree (Net)	Disagree (Net)
9/23-24, 2025	33%	42%	42%	8%	3%	76%	21%
2/11-12, 2025	36%	39%	13%	6%	6%	74%	20%
1/28-29, 2025	33%	44%	13%	6%	4%	77%	19%
1/14-15, 2025	42%	43%	10%	4%	2%	84%	13%
12/10-11, 2024	39%	43%	12%	3%	4%	81%	15%
11/13-14, 2024	35%	42%	12%	5%	5%	78%	17%
9/17-18, 2024	34%	44%	14%	4%	4%	78%	18%
9/4-5, 2024	39%	42%	12%	5%	2%	81%	17%
8/20-21, 2024	35%	46%	10%	5%	5%	81%	14%
8/6-7, 2024	36%	41%	15%	5%	3%	77%	20%
7/23-24, 2024	38%	40%	16%	4%	2%	78%	20%
6/25-26, 2024	40%	47%	8%	3%	2%	87%	11%
6/11-12, 2024	34%	48%	10%	5%	4%	81%	15%
5/14-15, 2024	42%	39%	11%	4%	3%	82%	15%
4/30-5/1, 2024	37%	44%	10%	6%	3%	81%	16%
4/16-17, 2024	42%	38%	12%	6%	3%	80%	18%
4/2-3, 2024	43%	41%	9%	4%	2%	84%	13%
3/19-20, 2024	37%	47%	10%	3%	3%	83%	13%
3/5-6, 2024	35%	44%	12%	5%	4%	79%	17%
2/21-22, 2024	43%	42%	8%	5%	3%	84%	13%
2/6-7, 2024	35%	49%	8%	5%	4%	84%	13%
1/23-24, 2024	33%	47%	11%	5%	4%	80%	17%



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

e. I tend to buy brands that reflect my personal values

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know	Agree (Net)	Disagree (Net)
9/23-24, 2025	19%	48%	21%	7%	5%	67%	28%
2/11-12, 2025	18%	50%	17%	8%	7%	68%	25%
1/28-29, 2025	18%	46%	22%	6%	9%	64%	28%
1/14-15, 2025	17%	51%	20%	7%	5%	68%	27%
12/10-11, 2024	16%	50%	18%	8%	8%	66%	26%
11/13-14, 2024	16%	46%	22%	6%	10%	62%	28%
9/17-18, 2024	18%	47%	20%	6%	9%	65%	26%
9/4-5, 2024	16%	46%	21%	11%	6%	62%	33%
8/20-21, 2024	16%	52%	18%	7%	8%	68%	25%
8/6-7, 2024	19%	48%	21%	6%	7%	67%	26%
7/23-24, 2024	19%	45%	22%	8%	5%	64%	30%
6/25-26, 2024	21%	49%	18%	6%	6%	70%	24%
6/11-12, 2024	21%	52%	16%	6%	6%	73%	21%
5/14-15, 2024	22%	44%	22%	7%	6%	66%	28%
4/30-5/1, 2024	19%	45%	20%	8%	9%	64%	27%
4/16-17, 2024	22%	52%	15%	5%	6%	73%	21%
4/2-3, 2024	19%	48%	21%	6%	7%	66%	27%
3/19-20, 2024	19%	50%	18%	6%	7%	69%	24%
3/5-6, 2024	19%	46%	19%	8%	7%	66%	28%
2/21-22, 2024	20%	50%	17%	6%	7%	70%	23%
2/6-7, 2024	19%	52%	18%	6%	6%	70%	24%
1/23-24, 2024	19%	50%	18%	8%	5%	69%	26%

f. I have often felt stressed or nervous in the past month

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know	Agree (Net)	Disagree (Net)
9/23-24, 2025	32%	29%	23%	14%	1%	62%	37%
2/11-12, 2025	28%	34%	21%	14%	2%	63%	35%
1/28-29, 2025	25%	33%	21%	18%	3%	58%	39%
1/14-15, 2025	25%	33%	20%	21%	1%	57%	41%
12/10-11, 2024	23%	32%	23%	20%	2%	55%	43%
11/13-14, 2024	29%	31%	21%	16%	3%	60%	37%
9/17-18, 2024	29%	29%	25%	15%	1%	58%	40%
9/4-5, 2024	25%	35%	21%	18%	1%	59%	39%
8/20-21, 2024	27%	36%	20%	16%	1%	63%	36%

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

Total Familiar Summary

	9/23-24, 2025
Jimmy Kimmel being suspended by Disney for six days	74%
Mortgage and interest rates in the U.S. falling	54%
The email archive and "Birthday Book" from Jeffrey Epstein being released	48%
President Trump suggesting that public companies report financial results every six months instead of quarterly as they do now	32%
NASA being reclassified as a spy agency	18%

a. Jimmy Kimmel being suspended by Disney for six days

	9/23-24, 2025
Very familiar	47%
Somewhat familiar	28%
Heard of it, but that's it	15%
Never heard of it	11%
<i>Familiar (Net)</i>	74%
<i>Not Familiar (Net)</i>	26%

b. The email archive and "Birthday Book" from Jeffrey Epstein being released

	9/23-24, 2025
Very familiar	19%
Somewhat familiar	29%
Heard of it, but that's it	21%
Never heard of it	31%
<i>Familiar (Net)</i>	48%
<i>Not Familiar (Net)</i>	52%

c. Mortgage and interest rates in the U.S. falling

	9/23-24, 2025
Very familiar	18%
Somewhat familiar	36%
Heard of it, but that's it	27%
Never heard of it	20%
<i>Familiar (Net)</i>	54%
<i>Not Familiar (Net)</i>	46%



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

- d. President Trump suggesting that public companies report financial results every six months instead of quarterly as they do now

	9/23-24, 2025
Very familiar	15%
Somewhat familiar	18%
Heard of it, but that's it	22%
Never heard of it	46%
<i>Familiar (Net)</i>	32%
<i>Not Familiar (Net)</i>	68%

- e. NASA being reclassified as a spy agency

	9/23-24, 2025
Very familiar	5%
Somewhat familiar	14%
Heard of it, but that's it	14%
Never heard of it	68%
<i>Familiar (Net)</i>	18%
<i>Not Familiar (Net)</i>	82%

8. As you may know, the following topics were in the news recently. Regardless of how familiar you may be with them, how much, if at all, do you care about them?

- a. Jimmy Kimmel being suspended by Disney for six days

	9/23-24, 2025
I care a lot	36%
I care a little	25%
I don't care at all	33%
Don't know	6%

- b. The email archive and "Birthday Book" from Jeffrey Epstein being released

	9/23-24, 2025
I care a lot	34%
I care a little	29%
I don't care at all	29%
Don't know	8%



8. As you may know, the following topics were in the news recently. Regardless of how familiar you may be with them, how much, if at all, do you care about them? (*Continued*)

c. Mortgage and interest rates in the U.S. falling

	9/23-24, 2025
I care a lot	50%
I care a little	35%
I don't care at all	9%
Don't know	7%

d. President Trump suggesting that public companies report financial results every six months instead of quarterly as they do now

	9/23-24, 2025
I care a lot	24%
I care a little	35%
I don't care at all	28%
Don't know	14%

e. NASA being reclassified as a spy agency

	9/23-24, 2025
I care a lot	25%
I care a little	34%
I don't care at all	26%
Don't know	15%

9. To what extent do you agree or disagree with the following statements?

Total Agree Summary

	9/17-18, 2024	9/23-24, 2025
I have a good understanding of what is a natural sweetener vs. an artificial sweetener	69%	84%
I try to limit the artificial sweeteners I consume	66%	71%
I check the labels for sweeteners when I'm grocery shopping	59%	64%
I think about sweeteners in food and drinks more than I used to	55%	63%
I don't think too much about the sweeteners in my food when I'm grocery shopping	50%	44%

9. To what extent do you agree or disagree with the following statements? (*Continued*)

a. I try to limit the artificial sweeteners I consume

	9/17-18, 2024	9/23-24, 2025
Strongly agree	34%	34%
Somewhat agree	32%	37%
Somewhat disagree	20%	18%
Strongly disagree	11%	7%
Don't know	4%	3%
Agree (Net)	66%	71%
Disagree (Net)	30%	25%

b. I have a good understanding of what is a natural sweetener vs. an artificial sweetener

	9/17-18, 2024	9/23-24, 2025
Strongly agree	20%	37%
Somewhat agree	50%	47%
Somewhat disagree	18%	10%
Strongly disagree	7%	4%
Don't know	5%	2%
Agree (Net)	69%	84%
Disagree (Net)	25%	14%

c. I don't think too much about the sweeteners in my food when I'm grocery shopping

	9/17-18, 2024	9/23-24, 2025
Strongly agree	16%	13%
Somewhat agree	34%	31%
Somewhat disagree	27%	29%
Strongly disagree	20%	26%
Don't know	2%	2%
Agree (Net)	50%	44%
Disagree (Net)	47%	54%

d. I think about sweeteners in food and drinks more than I used to

	9/17-18, 2024	9/23-24, 2025
Strongly agree	22%	24%
Somewhat agree	33%	39%
Somewhat disagree	24%	23%
Strongly disagree	16%	10%
Don't know	4%	4%
Agree (Net)	55%	63%
Disagree (Net)	40%	33%

9. To what extent do you agree or disagree with the following statements? *(Continued)*

e. I check the labels for sweeteners when I'm grocery shopping

	9/17-18, 2024	9/23-24, 2025
Strongly agree	24%	29%
Somewhat agree	35%	36%
Somewhat disagree	22%	23%
Strongly disagree	16%	11%
Don't know	3%	1%
Agree (Net)	59%	64%
Disagree (Net)	39%	34%

10. To what extent do you agree or disagree with the following statements?

Total Familiar Summary

	9/23-24, 2025
I know which generation I am a part of	85%
I identify with others from my generation	74%
Trying to group people into generations leads to too much generalizing and stereotyping	72%
Names for generations are useful (e.g. Baby Boomers, Millennials, Gen Z, etc.)	62%
Society focuses too much on my generation	44%

a. I know which generation I am a part of

	9/23-24, 2025
Strongly agree	55%
Somewhat agree	31%
Somewhat disagree	7%
Strongly disagree	4%
Don't know	4%
Agree (Net)	85%
Disagree (Net)	11%

b. Names for generations are useful (e.g. Baby Boomers, Millennials, Gen Z, etc.)

	9/23-24, 2025
Strongly agree	18%
Somewhat agree	44%
Somewhat disagree	20%
Strongly disagree	12%
Don't know	7%
Agree (Net)	62%
Disagree (Net)	31%



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10. To what extent do you agree or disagree with the following statements? (*Continued*)

c. I identify with others from my generation

	9/23-24, 2025
Strongly agree	28%
Somewhat agree	46%
Somewhat disagree	15%
Strongly disagree	6%
Don't know	5%
<i>Agree (Net)</i>	<i>74%</i>
<i>Disagree (Net)</i>	<i>21%</i>

d. Trying to group people into generations leads to too much generalizing and stereotyping

	9/23-24, 2025
Strongly agree	27%
Somewhat agree	44%
Somewhat disagree	17%
Strongly disagree	5%
Don't know	6%
<i>Agree (Net)</i>	<i>72%</i>
<i>Disagree (Net)</i>	<i>22%</i>

e. Society focuses too much on my generation

	9/23-24, 2025
Strongly agree	15%
Somewhat agree	29%
Somewhat disagree	31%
Strongly disagree	12%
Don't know	14%
<i>Agree (Net)</i>	<i>44%</i>
<i>Disagree (Net)</i>	<i>43%</i>



11. To what extent do you agree or disagree with the following statements about the economy?

Total Agree Summary

	12/10-11, 2024	9/23-24, 2025
Homeownership is an important part of the American dream	76%	83%
The government should have an active role in keeping mortgage rates low	60%	62%
The government should continue to set policies that reduce carbon emissions from fuel	58%	64%
Cryptocurrency is a safe investment	18%	19%

a. The government should have an active role in keeping mortgage rates low

	12/10-11, 2024	9/23-24, 2025
Strongly agree	27%	26%
Somewhat agree	32%	37%
Neither agree nor disagree	27%	25%
Somewhat disagree	8%	9%
Strongly disagree	5%	4%
Agree (Net)	60%	62%
Disagree (Net)	13%	12%

b. Homeownership is an important part of the American dream

	12/10-11, 2024	9/23-24, 2025
Strongly agree	39%	46%
Somewhat agree	37%	37%
Neither agree nor disagree	18%	12%
Somewhat disagree	2%	3%
Strongly disagree	4%	2%
Agree (Net)	76%	83%
Disagree (Net)	6%	5%

c. The government should continue to set policies that reduce carbon emissions from fuel

	12/10-11, 2024	9/23-24, 2025
Strongly agree	25%	33%
Somewhat agree	32%	32%
Neither agree nor disagree	27%	22%
Somewhat disagree	10%	6%
Strongly disagree	5%	7%
Agree (Net)	58%	64%
Disagree (Net)	15%	13%



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

d. Cryptocurrency is a safe investment

	12/10-11, 2024	9/23-24, 2025
Strongly agree	7%	6%
Somewhat agree	11%	12%
Neither agree nor disagree	39%	39%
Somewhat disagree	19%	21%
Strongly disagree	24%	22%
<i>Agree (Net)</i>	<i>18%</i>	<i>19%</i>
<i>Disagree (Net)</i>	<i>43%</i>	<i>43%</i>





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About the Study

These are some of the findings of the one hundred and twenty sixth wave of an Ipsos poll conducted between September 23-24, 2025. For this survey, a sample of 1,085 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





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- 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





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- 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





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- 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 one hundred and twenty-sixth wave conducted September 23-24, 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 ($n = 1,085$, $DEFF = 1.5$, 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-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, 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, one hundred and twenty fifth waves, and one hundred and twenty sixth of this study have a credibility interval of 3.6 percentage points.

For more information on this news release, please contact:

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About Ipsos

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