



# PUBLIC POLL FINDINGS AND METHODOLOGY

## Ipsos Poll on Consumer Behavior

Washington, DC, October 10, 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)
<b>10/7-8, 2025 (N=1,093)</b>	14%	18%	35%	17%	10%	7%	31%	27%
<b>9/23-24, 2025 (N=1,085)</b>	11%	17%	35%	20%	11%	7%	28%	31%
<b>9/9-10, 2025 (N=1,082)</b>	13%	17%	35%	18%	12%	6%	30%	29%
<b>8/26-27, 2025 (N=1,085)</b>	14%	16%	35%	21%	8%	6%	30%	29%
<b>8/12-13, 2025 (N=1,085)</b>	13%	19%	29%	17%	14%	8%	31%	31%
<b>7/29-30, 2025 (N=1,085)</b>	8%	8%	30%	19%	13%	7%	31%	31%
<b>7/15-16, 2025 (N=1,083)</b>	12%	14%	31%	21%	13%	9%	26%	34%
<b>6/17-18, 2025 (N=1,096)</b>	12%	19%	33%	20%	9%	6%	31%	30%
<b>6/3-4, 2025 (N=1,080)</b>	10%	16%	32%	21%	12%	10%	26%	32%
<b>5/21-22, 2025 (N=1,085)</b>	11%	15%	33%	20%	11%	10%	26%	31%
<b>5/6-7, 2025 (N=1,094)</b>	11%	15%	33%	17%	12%	12%	26%	29%
<b>4/23-24, 2025 (N=1,085)</b>	11%	17%	29%	20%	13%	10%	28%	34%
<b>4/8-9, 2025 (N=1,090)</b>	13%	16%	37%	18%	7%	9%	30%	25%
<b>3/25-26, 2025 (N=1,085)</b>	12%	17%	31%	19%	12%	9%	29%	31%
<b>2/25-26, 2025 (N=1,083)</b>	15%	17%	28%	17%	15%	8%	32%	32%
<b>2/11-12, 2025 (N=1,082)</b>	11%	15%	30%	21%	14%	8%	26%	35%



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2. When it comes to 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
<b>10/7-8, 2025</b>	13%	45%	28%	14%
<b>9/23-24, 2025</b>	14%	44%	31%	11%
<b>9/9-10, 2025</b>	14%	39%	33%	14%
<b>8/26-27, 2025</b>	14%	40%	32%	15%
<b>8/12-13, 2025</b>	15%	40%	29%	16%
<b>7/29-30, 2025</b>	11%	44%	33%	13%
<b>7/15-16, 2025</b>	13%	40%	33%	14%
<b>6/17-18, 2025</b>	11%	45%	30%	14%
<b>6/3-4, 2025</b>	10%	42%	32%	16%
<b>5/21-22, 2025</b>	13%	37%	35%	15%
<b>5/6-7, 2025</b>	10%	43%	33%	14%
<b>4/23-24, 2025</b>	11%	40%	32%	17%
<b>4/8-9, 2025</b>	9%	46%	33%	12%
<b>3/25-26, 2025</b>	7%	48%	33%	12%
<b>2/25-26, 2025</b>	10%	42%	34%	13%
<b>2/11-12, 2025</b>	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)
<b>10/7-8, 2025</b>	9%	17%	24%	14%	37%	25%	51%
<b>9/23-24, 2025</b>	9%	14%	26%	16%	35%	23%	51%
<b>9/9-10, 2025</b>	12%	16%	26%	17%	30%	28%	46%
<b>8/26-27, 2025</b>	8%	13%	28%	15%	35%	22%	50%
<b>8/12-13, 2025</b>	12%	13%	30%	11%	34%	25%	45%
<b>7/29-30, 2025</b>	9%	13%	30%	16%	32%	22%	48%
<b>7/15-16, 2025</b>	10%	16%	27%	14%	34%	26%	47%
<b>6/17-18, 2025</b>	8%	17%	26%	15%	33%	25%	48%
<b>6/3-4, 2025</b>	10%	14%	29%	17%	30%	23%	48%
<b>5/21-22, 2025</b>	9%	14%	29%	16%	31%	24%	48%
<b>5/6-7, 2025</b>	7%	15%	26%	18%	34%	22%	52%
<b>4/23-24, 2025</b>	10%	12%	32%	15%	31%	22%	47%
<b>4/8-9, 2025</b>	9%	13%	30%	12%	35%	22%	47%
<b>3/25-26, 2025</b>	9%	14%	30%	12%	35%	23%	47%
<b>2/25-26, 2025</b>	10%	15%	28%	16%	31%	26%	46%
<b>2/11-12, 2025</b>	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
10/7-8, 2025 (N=590)	56%	21%	23%
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. Please rank the following factors based on how important you think they are to your personal health. Please use “1” for the most important factor and “11” for the least important factor. You may use each number only once.

### Mean Summary

	<b>10/7-8, 2025</b>
What you eat	4.1
The amount of sleep you get	4.9
How much you exercise	5.2
Your outlook/attitude about life	5.4
Your genes	5.5
Your income/socio-economic status	6.1
Where you live	6.3
Your parents' health	6.5
Your health insurance status	6.5
Your doctor	6.8
National political decisions	8.6





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6. Thinking about the past six months, have any of the following happened to you or someone in your household?

### Total Yes Summary

	8/2-3, 2022	8/30- 31, 2022	9/13- 14, 2022	10/11- 12, 2022	2/28- 3/1, 2023	10/24- 25, 2023	3/5-6, 2024	5/21- 22, 2025	10/7-8, 2025
<b>[SPLIT SAMPLE]</b> Spent more on food to cook at home and less on experiences (travel, dining out)	65% (N=559)	73% (N=555)	70% (N=559)	N/A	73% (N=552)	68% (N=559)	N/A	N/A	69% (N=545)
<b>[SPLIT SAMPLE]</b> Spent less on experiences (travel, dining out)	59% (N=560)	68% (N=555)	64% (N=559)	N/A	58% (N=553)	60% (N=559)	N/A	N/A	57% (N=548)
Postponed or skipped a personal trip or vacation	N/A	N/A	N/A	N/A	N/A	35%	N/A	37%	40%
Postponed or skipped needed home or car repairs to save money	28%	38%	31%	N/A	32%	27%	28%	33%	39%
Canceled any streaming subscription services (e.g., Netflix, Hulu, Disney+)	29%	33%	32%	N/A	29%	31%	32%	N/A	39%
Postponed or skipped a big-ticket product purchase like a major appliance, car, or home renovation*	33%	41%	40%	N/A	36%	34%	28%	N/A	36%
Postponed or skipped medical treatment due to cost	23%	28%	25%	N/A	26%	23%	20%	26%	30%
Postponed or skipped care for my pet(s)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	21%	21%
Postponed or skipped buying a home due to interest rates	N/A	N/A	N/A	18%	N/A	21%	N/A	N/A	21%
Been unable to afford rent or mortgage payments	20%	21%	20%	N/A	22%	16%	N/A	N/A	20%

*\*This option was "Postponed or skipped a big-ticket product purchase like a home, car, or home renovation" in August 2022, September 2022, February 2023, March 2024, and May 2025*



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6. Thinking about the past six months, have any of the following happened to you or someone in your household? (Continued)

Total No Summary

	8/2-3, 2022	8/30- 31, 2022	9/13- 14, 2022	10/11- 12, 2022	2/28- 3/1, 2023	10/24- 25, 2023	3/5-6, 2024	5/21- 22, 2025	10/7-8, 2025
Been unable to afford rent or mortgage payments	80%	79%	80%	N/A	78%	84%	N/A	N/A	80%
Postponed or skipped care for my pet(s)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	79%	79%
Postponed or skipped buying a home due to interest rates	N/A	N/A	N/A	82%	N/A	79%	N/A	N/A	79%
Postponed or skipped medical treatment due to cost	77%	72%	75%	N/A	74%	77%	80%	74%	70%
Postponed or skipped a big-ticket product purchase like a major appliance, car, or home renovation*	67%	59%	60%	N/A	64%	66%	72%	N/A	64%
Postponed or skipped needed home or car repairs to save money	72%	62%	69%	N/A	68%	73%	72%	67%	61%
Canceled any streaming subscription services (e.g., Netflix, Hulu, Disney+)	71%	67%	68%	N/A	71%	69%	68%	N/A	61%
Postponed or skipped a personal trip or vacation	N/A	N/A	N/A	N/A	N/A	65%	N/A	63%	60%
<b>[SPLIT SAMPLE]</b> Spent less on experiences (travel, dining out)	41% (N=560)	32% (N=555)	36% (N=559)	N/A	42% (N=553)	40% (N=559)	N/A	N/A	43% (N=545)
<b>[SPLIT SAMPLE]</b> Spent more on food to cook at home and less on experiences (travel, dining out)	35% (N=559)	27% (N=555)	30% (N=559)	N/A	27% (N=552)	32% (N=559)	N/A	N/A	31% (N=548)

\*This option was "Postponed or skipped a big-ticket product purchase like a home, car, or home renovation" in August 2022, September 2022, February 2023, March 2024, and May 2025



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

### Total Familiar Summary

	<b>10/7-8, 2025</b>
The federal government shutting down	79%
Sean "Diddy" Combs sentenced to four years for prostitution-related charges	73%
Puerto Rican musician Bad Bunny being named to headline the next Super Bowl halftime show	63%
The Trump administration brokering a deal for U.S. investors to take over TikTok's U.S. operations	60%
Secretary Hegseth calling military leadership together for a rare, in-person meeting	56%

#### a. The federal government shutting down

	<b>10/7-8, 2025</b>
Very familiar	51%
Somewhat familiar	28%
Heard of it, but that's it	14%
Never heard of it	7%
<b>Familiar (Net)</b>	<b>79%</b>
<b>Not Familiar (Net)</b>	<b>21%</b>

#### b. Secretary Hegseth calling military leadership together for a rare, in-person meeting

	<b>10/7-8, 2025</b>
Very familiar	30%
Somewhat familiar	26%
Heard of it, but that's it	19%
Never heard of it	24%
<b>Familiar (Net)</b>	<b>56%</b>
<b>Not Familiar (Net)</b>	<b>44%</b>

#### c. Puerto Rican musician Bad Bunny being named to headline the next Super Bowl halftime show

	<b>10/7-8, 2025</b>
Very familiar	35%
Somewhat familiar	28%
Heard of it, but that's it	21%
Never heard of it	15%
<b>Familiar (Net)</b>	<b>63%</b>
<b>Not Familiar (Net)</b>	<b>37%</b>



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

d. The Trump administration brokering a deal for U.S. investors to take over TikTok's U.S. operations

	<b>10/7-8, 2025</b>
Very familiar	25%
Somewhat familiar	35%
Heard of it, but that's it	25%
Never heard of it	15%
<i>Familiar (Net)</i>	<b>60%</b>
<i>Not Familiar (Net)</i>	<b>40%</b>

e. Sean "Diddy" Combs sentenced to four years for prostitution-related charges

	<b>10/7-8, 2025</b>
Very familiar	38%
Somewhat familiar	34%
Heard of it, but that's it	22%
Never heard of it	6%
<i>Familiar (Net)</i>	<b>73%</b>
<i>Not Familiar (Net)</i>	<b>27%</b>

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. The federal government shutting down

	<b>10/7-8, 2025</b>
I care a lot	57%
I care a little	29%
I don't care at all	9%
Don't know	5%

b. Secretary Hegseth calling military leadership together for a rare, in-person meeting

	<b>10/7-8, 2025</b>
I care a lot	31%
I care a little	36%
I don't care at all	22%
Don't know	11%



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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. Puerto Rican musician Bad Bunny being named to headline the next Super Bowl halftime show

	<b>10/7-8, 2025</b>
I care a lot	14%
I care a little	22%
I don't care at all	57%
Don't know	6%

- d. The Trump administration brokering a deal for U.S. investors to take over TikTok's U.S. operations

	<b>10/7-8, 2025</b>
I care a lot	18%
I care a little	38%
I don't care at all	35%
Don't know	8%

- e. Sean "Diddy" Combs sentenced to four years for prostitution-related charges

	<b>10/7-8, 2025</b>
I care a lot	13%
I care a little	29%
I don't care at all	53%
Don't know	6%





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9. Which of the following matter most to you when looking online for product reviews and deciding who to trust? Please select up to three items.

	<b>10/7-8, 2025</b>
Authenticity/transparency	35%
Trust or agree with their reviews/recommendations/track record	32%
Relatability	27%
Their deals/offers	27%
Expertise/background	26%
Credentials/formal qualifications	19%
Rigor of their process/verification/fact-checking	19%
Shared values/views	15%
Engaging content	8%
Personality	8%
Entertainment value	7%
Their counter or alternative perspective	5%
Aspirational lifestyle	4%
None of the above	9%
Don't know	6%





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### 10. 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
<b>10/7-8, 2025</b>	19%	N/A	16%	35%	10%	11%	9%
<b>9/9-10, 2025</b>	13%	3%	21%	33%	11%	12%	7%
<b>12/10-11, 2024</b>	65%	N/A	N/A	N/A	15%	14%	6%
<b>11/13-14, 2024</b>	39%	N/A	N/A	21%	17%	15%	8%
<b>10/29-30, 2024</b>	32%	N/A	2%	38%	10%	11%	7%
<b>10/15-16, 2024</b>	25%	N/A	6%	39%	11%	11%	8%
<b>9/17-18, 2024</b>	17%	3%	19%	29%	10%	13%	8%
<b>12/5-6, 2023</b>	67%	N/A	N/A	N/A	17%	11%	5%
<b>11/7-8, 2023</b>	31%	N/A	N/A	28%	18%	13%	9%
<b>10/10-11, 2023</b>	19%	N/A	10%	40%	10%	12%	8%
<b>9/12-13, 2023</b>	14%	N/A	21%	33%	9%	12%	10%
<b>11/9-10, 2022</b>	36%	N/A	N/A	23%	17%	15%	10%
<b>10/25-26, 2022</b>	23%	N/A	5%	33%	12%	16%	11%
<b>8/16-17, 2022</b>	9%	8%	17%	29%	11%	18%	8%
<b>11/9-10, 2021</b>	34%	N/A	N/A	22%	16%	18%	9%
<b>10/12-13, 2021</b>	22%	N/A	9%	33%	8%	13%	15%
<b>9/28-29, 2021</b>	18%	N/A	15%	30%	8%	14%	15%
<b>8/18-19, 2021</b>	13%	7%	19%	30%	11%	11%	10%
<b>11/24-25, 2020</b>	50%	N/A	N/A	12%	17%	12%	8%
<b>10/13-14, 2020</b>	25%	N/A	8%	30%	9%	15%	13%
<b>9/29-30, 2020</b>	19%	2%	17%	26%	8%	13%	14%
<b>9/15-16, 2020</b>	14%	3%	16%	25%	9%	14%	19%
<b>9/1-2, 2020</b>	12%	7%	17%	28%	10%	12%	13%



# PUBLIC POLL FINDINGS AND METHODOLOGY

11. Comparing this holiday season with previous years, which of the following are you doing or plan to do?

### Total Yes Summary

	11/24-25, 2020	12/9-10, 2020	11/9-10, 2022	9/12-13, 2023	10/7-8, 2025
Doing more holiday shopping digitally this year	66%	66%	47%	56%	49%
Buying gifts for less people this year	54%	56%	50%	53%	47%
Buying more gifts from local businesses this year	41%	38%	31%	46%	42%
Spending more money on holiday shopping season this year	21%	20%	24%	32%	27%
Canceling typical holiday travel plans	62%	61%	34%	N/A	24%
Using AI like ChatGPT for gift ideas or to make shopping lists	N/A	N/A	N/A	N/A	24%
Spending more time on holiday decorations this year	24%	28%	23%	28%	22%
Buying gifts for more people this year	19%	19%	21%	25%	22%
Spending more money on holiday decorations this year	16%	19%	18%	21%	19%
Sending gifts to more people this year instead of in-person exchanges	42%	39%	20%	23%	18%

### Total No Summary

	11/24-25, 2020	12/9-10, 2020	11/9-10, 2022	9/12-13, 2023	10/7-8, 2025
Sending gifts to more people this year instead of in-person exchanges	58%	61%	80%	77%	82%
Spending more money on holiday decorations this year	84%	81%	82%	68%	81%
Buying gifts for more people this year	81%	81%	79%	75%	78%
Spending more time on holiday decorations this year	76%	72%	77%	72%	78%
Canceling typical holiday travel plans	38%	39%	66%	N/A	76%
Using AI like ChatGPT for gift ideas or to make shopping lists	N/A	N/A	N/A	N/A	76%
Spending more money on holiday shopping season this year	79%	80%	76%	79%	73%
Buying more gifts from local businesses this year	59%	62%	69%	54%	58%
Buying gifts for less people this year	46%	44%	50%	47%	53%
Doing more holiday shopping digitally this year	34%	34%	53%	44%	51%



## PUBLIC POLL FINDINGS AND METHODOLOGY

12. When thinking about the upcoming holiday season, which of the following emotions, if any, describe how you're currently feeling? You may select up to three.

	9/12-13, 2023	11/13-14, 2024	10/7-8, 2025
Grateful	34%	35%	37%
Happy	32%	36%	35%
Excited	32%	25%	32%
Joyful	30%	32%	29%
Stressed	33%	28%	28%
Worried	20%	17%	19%
Tired	21%	18%	15%
Sad/depressed	N/A	N/A	15%
Generous	11%	15%	11%
Other	2%	3%	2%
None of the above	9%	9%	8%

13. **[ASKED IF Q12 = Stressed” OR “Worried]** What, specifically, about the upcoming holiday season has you feeling stressed or worried?

	9/12-13, 2023 (N=432)	11/13-14, 2024 (N=400)	10/7-8, 2025 (N=414)
Paying for gifts	60%	62%	65%
Managing family relationships/obligations	N/A	N/A	32%
Paying for food/entertainment	29%	32%	31%
Finding the perfect gifts for everyone	38%	41%	29%
Travel costs and/or logistics*	16%	11%	21%
Dealing with large crowds at stores	27%	31%	17%
Political differences in my family members/friends networks	N/A	N/A	17%
Cooking enough food for holiday dinner(s)	14%	19%	15%
Attending parties and/or family gatherings	30%	24%	13%
Putting up decorations	8%	16%	10%
Other	5%	14%	6%
None of the above	2%	2%	4%

\*Prior to October 2025, this option was “Affording travel costs”



## PUBLIC POLL FINDINGS AND METHODOLOGY

### About the Study

These are some of the findings of the one hundred and twenty seventh wave of an Ipsos poll conducted between October 7-8, 2025. For this survey, a sample of 1,093 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 one hundred and twenty-sixth wave conducted September 23-24, 2025 among 1,085 adults
- The one hundred and twenty-seventh wave conducted October 7-8, 2025 among 1,093 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 ( $n = 1,093$ ,  $DEFF = 1.5$ , adjusted Confidence Interval =  $\pm 5.1$  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-





## PUBLIC POLL FINDINGS AND METHODOLOGY

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, 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, one hundred and twenty sixth, and one hundred and twenty seventh 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](mailto:mallory.newall@ipsos.com)





## PUBLIC POLL FINDINGS AND METHODOLOGY

### About Ipsos

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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

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

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

