



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior

Washington, DC, October 24, 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)
10/22-23, 2025 (N=1,085)	11%	17%	33%	19%	13%	8%	28%	31%
10/7-8, 2025 (N=1,093)	14%	18%	35%	17%	10%	7%	31%	27%
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%





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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
10/22-23, 2025	11%	42%	33%	15%
10/7-8, 2025	13%	45%	28%	14%
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)
10/22-23, 2025	10%	15%	26%	15%	34%	25%	49%
10/7-8, 2025	9%	17%	24%	14%	37%	25%	51%
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
10/22-23, 2025 (N=598)	53%	24%	24%
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%

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

Total Familiar Summary

	10/22-23, 2025
The new cease fire between Israel and Hamas	68%
A suspect being arrested for setting last year's Palisades wildfires in Los Angeles	51%
The U.S. sending \$40 billion in aid to bailout Argentina's economy	40%
Qatar being allowed to open an air force base in Idaho	33%
California requiring social media companies to warn users of "profound" health risks, among other new consumer protections	30%

a. The new cease fire between Israel and Hamas

	10/22-23, 2025
Very familiar	30%
Somewhat familiar	38%
Heard of it, but that's it	24%
Never heard of it	8%
<i>Familiar (Net)</i>	68%
<i>Not Familiar (Net)</i>	32%

b. Qatar being allowed to open an air force base in Idaho

	10/22-23, 2025
Very familiar	13%
Somewhat familiar	20%
Heard of it, but that's it	19%
Never heard of it	47%
<i>Familiar (Net)</i>	33%
<i>Not Familiar (Net)</i>	67%

c. A suspect being arrested for setting last year's Palisades wildfires in Los Angeles

	10/22-23, 2025
Very familiar	20%
Somewhat familiar	30%
Heard of it, but that's it	28%
Never heard of it	21%
<i>Familiar (Net)</i>	51%
<i>Not Familiar (Net)</i>	49%





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

d. The U.S. sending \$40 billion in aid to bailout Argentina's economy

	10/22-23, 2025
Very familiar	20%
Somewhat familiar	21%
Heard of it, but that's it	25%
Never heard of it	35%
<i>Familiar (Net)</i>	<i>40%</i>
<i>Not Familiar (Net)</i>	<i>60%</i>

e. California requiring social media companies to warn users of "profound" health risks, among other new consumer protections

	10/22-23, 2025
Very familiar	8%
Somewhat familiar	22%
Heard of it, but that's it	21%
Never heard of it	49%
<i>Familiar (Net)</i>	<i>30%</i>
<i>Not Familiar (Net)</i>	<i>70%</i>

6. 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 new cease fire between Israel and Hamas

	10/22-23, 2025
I care a lot	47%
I care a little	32%
I don't care at all	14%
Don't know	8%

b. Qatar being allowed to open an air force base in Idaho

	10/22-23, 2025
I care a lot	39%
I care a little	28%
I don't care at all	16%
Don't know	17%





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6. 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. A suspect being arrested for setting last year's Palisades wildfires in Los Angeles

	10/22-23, 2025
I care a lot	39%
I care a little	38%
I don't care at all	15%
Don't know	8%

d. The U.S. sending \$40 billion in aid to bailout Argentina's economy

	10/22-23, 2025
I care a lot	47%
I care a little	29%
I don't care at all	12%
Don't know	13%

e. California requiring social media companies to warn users of "profound" health risks, among other new consumer protections

	10/22-23, 2025
I care a lot	25%
I care a little	33%
I don't care at all	27%
Don't know	14%



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

Total Agree Summary

	10/22-23, 2025
I have easy access to news from sources I trust	73%
I believe other countries target people in my country with disinformation/fake news	68%
I only read news I can access for free	65%
I try to avoid online ads whenever I can	64%
I am confident that I can tell new news content from opinion content.	62%
News organizations can take a side on an issue and still be truthful	54%
All media is biased	52%
I usually trust news shared with me by people I know personally	50%
I am confident that the average person in the U.S. can tell news content from opinion content.	29%
I usually trust news shared with me by people I only know through the internet (e.g., influencers, bloggers, leaders)	27%

- a. I am confident that the average person in the U.S. can tell news content from opinion content

	10/22-23, 2025
Strongly agree	9%
Somewhat agree	20%
Neither agree nor disagree	25%
Somewhat disagree	25%
Strongly disagree	21%
<i>Agree (Net)</i>	<i>29%</i>
<i>Disagree (Net)</i>	<i>46%</i>

- b. I am confident that I can tell new news content from opinion content

	10/22-23, 2025
Strongly agree	21%
Somewhat agree	41%
Neither agree nor disagree	25%
Somewhat disagree	11%
Strongly disagree	2%
<i>Agree (Net)</i>	<i>62%</i>
<i>Disagree (Net)</i>	<i>12%</i>

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

c. News organizations can take a side on an issue and still be truthful

	10/22-23, 2025
Strongly agree	16%
Somewhat agree	38%
Neither agree nor disagree	25%
Somewhat disagree	13%
Strongly disagree	8%
<i>Agree (Net)</i>	<i>54%</i>
<i>Disagree (Net)</i>	<i>21%</i>

d. All media is biased

	10/22-23, 2025
Strongly agree	21%
Somewhat agree	30%
Neither agree nor disagree	26%
Somewhat disagree	13%
Strongly disagree	9%
<i>Agree (Net)</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>22%</i>

e. I have easy access to news from sources I trust

	10/22-23, 2025
Strongly agree	31%
Somewhat agree	42%
Neither agree nor disagree	20%
Somewhat disagree	5%
Strongly disagree	3%
<i>Agree (Net)</i>	<i>73%</i>
<i>Disagree (Net)</i>	<i>8%</i>

f. I only read news I can access for free

	10/22-23, 2025
Strongly agree	30%
Somewhat agree	34%
Neither agree nor disagree	18%
Somewhat disagree	10%
Strongly disagree	7%
<i>Agree (Net)</i>	<i>65%</i>
<i>Disagree (Net)</i>	<i>17%</i>

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

g. I try to avoid online ads whenever I can

	10/22-23, 2025
Strongly agree	36%
Somewhat agree	28%
Neither agree nor disagree	24%
Somewhat disagree	9%
Strongly disagree	3%
<i>Agree (Net)</i>	<i>64%</i>
<i>Disagree (Net)</i>	<i>11%</i>

h. I believe other countries target people in my country with disinformation/fake news

	10/22-23, 2025
Strongly agree	28%
Somewhat agree	40%
Neither agree nor disagree	23%
Somewhat disagree	6%
Strongly disagree	3%
<i>Agree (Net)</i>	<i>68%</i>
<i>Disagree (Net)</i>	<i>9%</i>

i. I usually trust news shared with me by people I only know through the internet (e.g., influencers, bloggers, leaders)

	10/22-23, 2025
Strongly agree	9%
Somewhat agree	19%
Neither agree nor disagree	30%
Somewhat disagree	23%
Strongly disagree	20%
<i>Agree (Net)</i>	<i>27%</i>
<i>Disagree (Net)</i>	<i>43%</i>

j. I usually trust news shared with me by people I know personally

	10/22-23, 2025
Strongly agree	17%
Somewhat agree	34%
Neither agree nor disagree	34%
Somewhat disagree	12%
Strongly disagree	4%
<i>Agree (Net)</i>	<i>50%</i>
<i>Disagree (Net)</i>	<i>15%</i>



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8. How confident are you that the content or information you receive from each of the following sources is true?

Total Confident Summary

	10/22-23, 2025
Something I saw with my own eyes	91%
Government records (birth/death/marriage, property, licenses, etc.)	81%
Live audio/video as it happens	80%
My memory	80%
Statements from researchers/academics	73%
Eyewitness statements	71%
My K-12 education	67%
My religious leaders	51%
Communications or advertising from major companies	44%
Statements from government officials	38%

a. Live audio/video as it happens

	10/22-23, 2025
Very confident	35%
Somewhat confident	45%
Not very confident	11%
Not at all confident	2%
Don't know/Does not apply to me	6%
<i>Confident (Net)</i>	80%
<i>Not Confident (Net)</i>	14%

b. Eyewitness statements

	10/22-23, 2025
Very confident	21%
Somewhat confident	50%
Not very confident	21%
Not at all confident	3%
Don't know/Does not apply to me	5%
<i>Confident (Net)</i>	71%
<i>Not Confident (Net)</i>	24%



8. How confident are you that the content or information you receive from each of the following sources is true? (*Continued*)

c. Statements from government officials

	10/22-23, 2025
Very confident	11%
Somewhat confident	27%
Not very confident	38%
Not at all confident	21%
Don't know/Does not apply to me	4%
<i>Confident (Net)</i>	<i>38%</i>
<i>Not Confident (Net)</i>	<i>58%</i>

d. My religious leaders

	10/22-23, 2025
Very confident	19%
Somewhat confident	32%
Not very confident	16%
Not at all confident	13%
Don't know/Does not apply to me	19%
<i>Confident (Net)</i>	<i>51%</i>
<i>Not Confident (Net)</i>	<i>30%</i>

e. Statements from researchers/academics

	10/22-23, 2025
Very confident	24%
Somewhat confident	49%
Not very confident	15%
Not at all confident	4%
Don't know/Does not apply to me	8%
<i>Confident (Net)</i>	<i>73%</i>
<i>Not Confident (Net)</i>	<i>19%</i>

f. Something I saw with my own eyes

	10/22-23, 2025
Very confident	58%
Somewhat confident	33%
Not very confident	4%
Not at all confident	2%
Don't know/Does not apply to me	3%
<i>Confident (Net)</i>	<i>91%</i>
<i>Not Confident (Net)</i>	<i>5%</i>

8. How confident are you that the content or information you receive from each of the following sources is true? (*Continued*)

g. Government records (birth/death/marriage, property, licenses, etc.)

	10/22-23, 2025
Very confident	35%
Somewhat confident	46%
Not very confident	10%
Not at all confident	4%
Don't know/Does not apply to me	5%
<i>Confident (Net)</i>	<i>81%</i>
<i>Not Confident (Net)</i>	<i>14%</i>

h. My memory

	10/22-23, 2025
Very confident	32%
Somewhat confident	48%
Not very confident	14%
Not at all confident	2%
Don't know/Does not apply to me	5%
<i>Confident (Net)</i>	<i>80%</i>
<i>Not Confident (Net)</i>	<i>16%</i>

i. My K-12 education

	10/22-23, 2025
Very confident	26%
Somewhat confident	42%
Not very confident	15%
Not at all confident	5%
Don't know/Does not apply to me	13%
<i>Confident (Net)</i>	<i>67%</i>
<i>Not Confident (Net)</i>	<i>20%</i>

j. Communications or advertising from major companies

	10/22-23, 2025
Very confident	11%
Somewhat confident	32%
Not very confident	34%
Not at all confident	15%
Don't know/Does not apply to me	7%
<i>Confident (Net)</i>	<i>44%</i>
<i>Not Confident (Net)</i>	<i>49%</i>



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9. When thinking about the data you share with companies, how much do you agree or disagree with the following?

Total Agree Summary

	10/15-16, 2024	10/22-23, 2025
I just assume companies are always collecting and tracking data about me	85%	85%
I don't have enough control over how companies use my data	73%	76%
I am willing to subscribe to email newsletters from a brand or store if I get a discount on products	72%	67%
I have a good understanding of how companies collect and use data about me	53%	58%
I am willing to subscribe to text messages if I get a discount on products	61%	55%

- a. I am willing to subscribe to email newsletters from a brand or store if I get a discount on products

	10/15-16, 2024	10/22-23, 2025
Strongly agree	22%	22%
Somewhat agree	50%	46%
Somewhat disagree	17%	17%
Strongly disagree	7%	10%
Don't know	3%	6%
Agree (Net)	72%	67%
Disagree (Net)	25%	27%

- b. I am willing to subscribe to text messages if I get a discount on products

	10/15-16, 2024	10/22-23, 2025
Strongly agree	16%	21%
Somewhat agree	44%	34%
Somewhat disagree	20%	23%
Strongly disagree	15%	16%
Don't know	5%	6%
Agree (Net)	61%	55%
Disagree (Net)	35%	39%



9. When thinking about the data you share with companies, how much do you agree or disagree with the following? (*Continued*)

c. I don't have enough control over how companies use my data

	10/15-16, 2024	10/22-23, 2025
Strongly agree	32%	36%
Somewhat agree	41%	40%
Somewhat disagree	13%	12%
Strongly disagree	6%	7%
Don't know	8%	5%
<i>Agree (Net)</i>	<i>73%</i>	<i>76%</i>
<i>Disagree (Net)</i>	<i>19%</i>	<i>19%</i>

d. I just assume companies are always collecting and tracking data about me

	10/15-16, 2024	10/22-23, 2025
Strongly agree	43%	42%
Somewhat agree	42%	43%
Somewhat disagree	8%	8%
Strongly disagree	2%	3%
Don't know	5%	4%
<i>Agree (Net)</i>	<i>85%</i>	<i>85%</i>
<i>Disagree (Net)</i>	<i>10%</i>	<i>11%</i>

e. I have a good understanding of how companies collect and use data about me

	10/15-16, 2024	10/22-23, 2025
Strongly agree	11%	17%
Somewhat agree	42%	41%
Somewhat disagree	28%	28%
Strongly disagree	12%	9%
Don't know	7%	6%
<i>Agree (Net)</i>	<i>53%</i>	<i>58%</i>
<i>Disagree (Net)</i>	<i>40%</i>	<i>37%</i>

10. If a brand has a strong commitment to Diversity, Equity, & Inclusion (DEI) as shared in the news or social media, does that make you more or less likely to purchase things from that brand, or does it make no difference?

	10/15-16, 2024	10/22-23, 2025
Much more likely	11%	17%
Somewhat more likely	23%	17%
No impact	47%	42%
Somewhat less likely	5%	6%
Much less likely	10%	12%
Don't know	4%	6%
<i>More Likely (Net)</i>	<i>34%</i>	<i>34%</i>
<i>Less Likely (Net)</i>	<i>15%</i>	<i>17%</i>

11. Which of the following, if any, do you consider the best ways to build wealth in America today? Please select up to three items.

	10/22-23, 2025
Investing in stocks and bonds	38%
Being born wealthy	30%
Investing in real estate (besides your home)	28%
Having multiple sources of income/jobs	28%
Owning a home	27%
Saving in a high-interest bank account	20%
Starting a business	19%
Getting a college or other degree	18%
Cryptocurrency	10%
Being an influencer/content creator	10%
Sports and other betting	4%
Other	2%
None of these	10%



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12. How safe or risky do you consider the following ways of building wealth?

Total Safe Summary

	10/22-23, 2025
Having multiple sources of income/jobs	86%
Owning a home	81%
Being born wealthy	80%
Saving in a high-interest bank account	77%
Getting a college or other degree	69%
Investing in real estate (besides your home)	59%
Investing in stocks and bonds	44%
Starting a business	36%
Being an influencer/content creator	35%
Cryptocurrency	22%
Sports and other betting	18%

a. Investing in stocks and bonds

	10/22-23, 2025
Very safe	14%
Somewhat safe	31%
Somewhat risky	39%
Very risky	10%
Don't know	7%
Safe (Net)	44%
Risky (Net)	49%

b. Owning a home

	10/22-23, 2025
Very safe	32%
Somewhat safe	49%
Somewhat risky	11%
Very risky	3%
Don't know	6%
Safe (Net)	81%
Risky (Net)	14%

c. Investing in real estate (besides your home)

	10/22-23, 2025
Very safe	18%
Somewhat safe	41%
Somewhat risky	28%
Very risky	7%
Don't know	6%
Safe (Net)	59%
Risky (Net)	35%

12. How safe or risky do you consider the following ways of building wealth? (Continued)

d. Saving in a high-interest bank account

	10/22-23, 2025
Very safe	38%
Somewhat safe	40%
Somewhat risky	10%
Very risky	5%
Don't know	8%
<i>Safe (Net)</i>	<i>77%</i>
<i>Risky (Net)</i>	<i>14%</i>

e. Cryptocurrency

	10/22-23, 2025
Very safe	7%
Somewhat safe	16%
Somewhat risky	29%
Very risky	37%
Don't know	12%
<i>Safe (Net)</i>	<i>22%</i>
<i>Risky (Net)</i>	<i>66%</i>

f. Sports and other betting

	10/22-23, 2025
Very safe	5%
Somewhat safe	13%
Somewhat risky	22%
Very risky	54%
Don't know	7%
<i>Safe (Net)</i>	<i>18%</i>
<i>Risky (Net)</i>	<i>75%</i>

g. Starting a business

	10/22-23, 2025
Very safe	12%
Somewhat safe	24%
Somewhat risky	41%
Very risky	18%
Don't know	5%
<i>Safe (Net)</i>	<i>36%</i>
<i>Risky (Net)</i>	<i>59%</i>

12. How safe or risky do you consider the following ways of building wealth? (Continued)

h. Being born wealthy

	10/22-23, 2025
Very safe	52%
Somewhat safe	28%
Somewhat risky	6%
Very risky	3%
Don't know	11%
Safe (Net)	80%
Risky (Net)	9%

i. Getting a college or other degree

	10/22-23, 2025
Very safe	28%
Somewhat safe	41%
Somewhat risky	16%
Very risky	5%
Don't know	10%
Safe (Net)	69%
Risky (Net)	22%

j. Having multiple sources of income/jobs

	10/22-23, 2025
Very safe	37%
Somewhat safe	49%
Somewhat risky	7%
Very risky	3%
Don't know	4%
Safe (Net)	86%
Risky (Net)	10%

k. Being an influencer/content creator

	10/22-23, 2025
Very safe	11%
Somewhat safe	24%
Somewhat risky	31%
Very risky	21%
Don't know	13%
Safe (Net)	35%
Risky (Net)	52%



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About the Study

These are some of the findings of the one hundred and twenty eighth wave of an Ipsos poll conducted between October 22-23, 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 one hundred and twenty-seventh wave conducted October 7-8, 2025 among 1,093 adults
- The one hundred and twenty-eighth wave conducted October 22-23, 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.





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- 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, 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, one hundred and twenty seventh, and one hundred and twenty eighth waves of this study have a credibility interval of 3.6 percentage points.

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About Ipsos

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