



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior

Washington, DC, November 7, 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)
11/4-5, 2025 (N=1,086)	12%	13%	33%	23%	12%	7%	25%	34%
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
11/4-5, 2025	12%	43%	31%	14%
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)
11/4-5, 2025	10%	13%	28%	14%	34%	24%	48%
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
11/4-5, 2025 (N=610)	52%	23%	25%
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%

5. When thinking about your housing situation and more generally about the housing market where you live, how much do you agree or disagree with the following?

Total Agree Summary

	10/15-16, 2024	1/28-29, 2025	11/4-5, 2025
My community should approve additional affordable housing construction	59%	65%	58%
There aren't enough homes on the market where I live	42%	47%	43%
The President of the United States has a lot of control over housing prices	39%	37%	37%
Renting where I live is more affordable than owning	34%	35%	37%
I'd like to move, but my mortgage rate is much lower than current rates so I'm stuck	30%	33%	32%

a. There aren't enough homes on the market where I live

	10/15-16, 2024	1/28-29, 2025	11/4-5, 2025
Strongly agree	16%	19%	16%
Somewhat agree	25%	28%	27%
Somewhat disagree	29%	24%	24%
Strongly disagree	16%	16%	14%
Don't know	14%	14%	18%
Agree (Net)	42%	47%	43%
Disagree (Net)	45%	39%	38%

b. I'd like to move, but my mortgage rate is much lower than current rates so I'm stuck

	10/15-16, 2024	1/28-29, 2025	11/4-5, 2025
Strongly agree	12%	12%	14%
Somewhat agree	19%	21%	18%
Somewhat disagree	22%	18%	17%
Strongly disagree	36%	33%	33%
Don't know	12%	16%	18%
Agree (Net)	30%	33%	32%
Disagree (Net)	57%	51%	50%

c. My community should approve additional affordable housing construction

	10/15-16, 2024	1/28-29, 2025	11/4-5, 2025
Strongly agree	28%	31%	26%
Somewhat agree	31%	33%	32%
Somewhat disagree	15%	13%	16%
Strongly disagree	15%	9%	13%
Don't know	11%	13%	13%
Agree (Net)	59%	65%	58%
Disagree (Net)	30%	23%	29%

5. When thinking about your housing situation and more generally about the housing market where you live, how much do you agree or disagree with the following? (*Continued*)

d. Renting where I live is more affordable than owning

	10/15-16, 2024	1/28-29, 2025	11/4-5, 2025
Strongly agree	10%	11%	14%
Somewhat agree	23%	24%	22%
Somewhat disagree	25%	22%	22%
Strongly disagree	26%	25%	22%
Don't know	15%	18%	19%
<i>Agree (Net)</i>	34%	35%	37%
<i>Disagree (Net)</i>	51%	47%	44%

e. The President of the United States has a lot of control over housing prices

	10/15-16, 2024	1/28-29, 2025	11/4-5, 2025
Strongly agree	13%	14%	16%
Somewhat agree	26%	23%	21%
Somewhat disagree	25%	24%	28%
Strongly disagree	21%	20%	17%
Don't know	14%	19%	18%
<i>Agree (Net)</i>	39%	37%	37%
<i>Disagree (Net)</i>	47%	44%	45%

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

	Very familiar	Somewhat familiar	Not very familiar	Not at all familiar	Don't know	Familiar (Net)	Not familiar (Net)
11/4-5, 2025	26%	46%	19%	7%	2%	72%	26%
4/8-9, 2025	25%	53%	15%	5%	3%	77%	20%
3/25-26, 2025	27%	48%	17%	6%	2%	76%	23%
1/28-29, 2025	22%	48%	19%	7%	3%	71%	27%
1/14-15, 2025	27%	46%	18%	7%	1%	73%	26%
12/10-11, 2024	23%	46%	20%	8%	3%	69%	28%
10/15-16, 2024	24%	48%	19%	7%	1%	72%	27%
10/1-2, 2024	22%	47%	22%	7%	1%	69%	30%
9/17-18, 2024	21%	47%	21%	9%	2%	68%	30%
9/4-5, 2024	22%	49%	19%	8%	1%	71%	27%
8/20-21, 2024	23%	50%	19%	7%	2%	72%	26%
8/6-7, 2024	22%	54%	16%	6%	2%	76%	22%
6/25-26, 2024	24%	49%	19%	7%	1%	73%	26%
6/11-12, 2024	25%	48%	19%	6%	1%	73%	26%
4/16-17, 2024	24%	42%	20%	12%	2%	66%	32%
3/19-20, 2024	23%	47%	21%	9%	1%	70%	29%
3/5-6, 2024	22%	46%	21%	9%	3%	67%	30%
2/21-22, 2024	18%	52%	19%	10%	1%	70%	28%
2/6-7, 2024	20%	46%	19%	12%	3%	67%	31%
1/23-24, 2024	19%	47%	22%	10%	2%	66%	32%
12/5-6, 2023	20%	52%	17%	9%	3%	72%	25%
11/7-8, 2023	21%	47%	21%	9%	2%	68%	31%
10/24-25, 2023	17%	49%	20%	10%	3%	67%	30%
10/10-11, 2023	22%	47%	18%	10%	4%	68%	28%
9/26-27, 2023	21%	50%	19%	9%	2%	71%	27%
9/12-13, 2023	21%	48%	19%	9%	2%	70%	28%
8/29-30, 2023	20%	49%	20%	9%	2%	69%	29%
8/15-16, 2023	25%	43%	24%	7%	2%	68%	31%
8/1-2, 2023	20%	52%	17%	8%	3%	71%	25%
7/18-19, 2023	19%	45%	25%	10%	1%	64%	35%
6/21-22, 2023	20%	48%	20%	8%	3%	69%	28%
6/6-7, 2023	21%	52%	18%	7%	1%	73%	26%
5/23-24, 2023	21%	47%	19%	7%	5%	69%	26%
5/9-10, 2023	17%	48%	24%	9%	3%	65%	32%

7. **[ASKED IF Q6 ≠ NOT AT ALL FAMILIAR OR “DON’T KNOW]** How often, if at all, do you feel like you use generative AI products/services like ChatGPT, DALL-E, Bard, or Bing chatbot?

	3/19-20, 2024 (N=1,011)	3/25-26, 2025 (N=1,004)	11/4-5, 2025 (N=978)
Often	11%	12%	17%
Sometimes	31%	32%	39%
Rarely	27%	26%	18%
Never	32%	29%	26%
<i>Often/Sometimes (Net)</i>	<i>42%</i>	<i>45%</i>	<i>56%</i>
<i>Rarely/Never (Net)</i>	<i>58%</i>	<i>55%</i>	<i>44%</i>

8. **[ASKED IF Q6 ≠ NEVER]** Which of the following, if any, have you used Generative AI products/services for? Select all that apply.

	3/19-20, 2024 (N=691)	3/25-26, 2025 (N=719)	11/4-5, 2025 (N=711)
Searching for information	43%	59%	53%
Comparing things (e.g., items you want to purchase, places to go, etc.)	26%	28%	33%
Brainstorming	21%	28%	30%
Entertainment	25%	25%	25%
Getting personalized recommendations	22%	25%	23%
Writing emails	18%	25%	20%
Organizing information or data that I provide	17%	21%	20%
Completing tasks for work	19%	23%	19%
Summarizing complex subjects	17%	21%	19%
Creating visual art (e.g., images/video)	22%	21%	18%
Planning a personal trip, outing, or activity	16%	16%	18%
Getting technical support or customer service support	22%	25%	17%
Writing a creative story, poem, song or other creative piece	20%	18%	13%
Writing an essay, blog, or social media post	16%	15%	12%
Getting investment or financial planning advice	N/A	N/A	12%
Completing school assignments	12%	12%	10%
None of the above	13%	12%	10%



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

Total Familiar Summary

	11/4-5, 2025
SNAP food assistance benefits paused for millions of Americans due to the continued federal government shutdown	79%
The East Wing of the White House being demolished to make way for a new ballroom	69%
The U.S. imposing an additional 10% tariff on imports from Canada	55%
President Trump calling on the U.S. to resume nuclear weapons testing for the first time in 33 years	54%
Suspects being arrested in the heist of crown jewels from the Louvre	53%
A current NBA player and coach being arrested in FBI gambling investigations	52%
President Trump announcing trade deals with China and South Korea	52%
President Trump responding to the “No Kings” protests by posting a video of himself, wearing a crown, flying a fighter jet and dumping feces on protestors	50%
A committee from the House of Representatives asking the Department of Justice to investigate President Biden’s use of the autopen on Presidential Pardons	47%
A \$130 million anonymous donation from a donor to President Trump to help pay military salaries during the shutdown	45%
Japan naming its first female Prime Minister	44%

a. The East Wing of the White House being demolished to make way for a new ballroom

	11/4-5, 2025
Very familiar	40%
Somewhat familiar	29%
Heard of it, but that’s it	18%
Never heard of it	12%
<i>Familiar (Net)</i>	69%
<i>Not Familiar (Net)</i>	31%



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

- b. President Trump responding to the “No Kings” protests by posting a video of himself, wearing a crown, flying a fighter jet and dumping feces on protestors

	11/4-5, 2025
Very familiar	33%
Somewhat familiar	18%
Heard of it, but that's it	17%
Never heard of it	33%
<i>Familiar (Net)</i>	<i>50%</i>
<i>Not Familiar (Net)</i>	<i>50%</i>

- c. Suspects being arrested in the heist of crown jewels from the Louvre

	11/4-5, 2025
Very familiar	22%
Somewhat familiar	31%
Heard of it, but that's it	25%
Never heard of it	22%
<i>Familiar (Net)</i>	<i>53%</i>
<i>Not Familiar (Net)</i>	<i>47%</i>

- d. A current NBA player and coach being arrested in FBI gambling investigations

	11/4-5, 2025
Very familiar	26%
Somewhat familiar	26%
Heard of it, but that's it	24%
Never heard of it	25%
<i>Familiar (Net)</i>	<i>52%</i>
<i>Not Familiar (Net)</i>	<i>48%</i>

- e. SNAP food assistance benefits paused for millions of Americans due to the continued federal government shutdown

	11/4-5, 2025
Very familiar	51%
Somewhat familiar	28%
Heard of it, but that's it	14%
Never heard of it	7%
<i>Familiar (Net)</i>	<i>79%</i>
<i>Not Familiar (Net)</i>	<i>21%</i>

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

- f. A committee from the House of Representatives asking the Department of Justice to investigate President Biden's use of the autopen on Presidential Pardons

	11/4-5, 2025
Very familiar	21%
Somewhat familiar	26%
Heard of it, but that's it	23%
Never heard of it	31%
<i>Familiar (Net)</i>	47%
<i>Not Familiar (Net)</i>	53%

- g. A \$130 million anonymous donation from a donor to President Trump to help pay military salaries during the shutdown

	11/4-5, 2025
Very familiar	22%
Somewhat familiar	23%
Heard of it, but that's it	18%
Never heard of it	37%
<i>Familiar (Net)</i>	45%
<i>Not Familiar (Net)</i>	55%

- h. The U.S. imposing an additional 10% tariff on imports from Canada

	11/4-5, 2025
Very familiar	25%
Somewhat familiar	30%
Heard of it, but that's it	29%
Never heard of it	16%
<i>Familiar (Net)</i>	55%
<i>Not Familiar (Net)</i>	45%

- i. Japan naming its first female Prime Minister

	11/4-5, 2025
Very familiar	18%
Somewhat familiar	26%
Heard of it, but that's it	24%
Never heard of it	32%
<i>Familiar (Net)</i>	44%
<i>Not Familiar (Net)</i>	56%

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

j. President Trump announcing trade deals with China and South Korea

	11/4-5, 2025
Very familiar	22%
Somewhat familiar	30%
Heard of it, but that's it	31%
Never heard of it	17%
Familiar (Net)	52%
Not Familiar (Net)	48%

k. President Trump calling on the U.S. to resume nuclear weapons testing for the first time in 33 years

	11/4-5, 2025
Very familiar	26%
Somewhat familiar	28%
Heard of it, but that's it	21%
Never heard of it	24%
Familiar (Net)	54%
Not Familiar (Net)	46%

10. 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 East Wing of the White House being demolished to make way for a new ballroom

	11/4-5, 2025
I care a lot	33%
I care a little	23%
I don't care at all	36%
Don't know	8%

b. President Trump responding to the "No Kings" protests by posting a video of himself, wearing a crown, flying a fighter jet and dumping feces on protestors

	11/4-5, 2025
I care a lot	30%
I care a little	18%
I don't care at all	43%
Don't know	8%

10. 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. Suspects being arrested in the heist of crown jewels from the Louvre

	11/4-5, 2025
I care a lot	15%
I care a little	34%
I don't care at all	43%
Don't know	8%

d. A current NBA player and coach being arrested in FBI gambling investigations

	11/4-5, 2025
I care a lot	17%
I care a little	28%
I don't care at all	48%
Don't know	7%

e. SNAP food assistance benefits paused for millions of Americans due to the continued federal government shutdown

	11/4-5, 2025
I care a lot	55%
I care a little	23%
I don't care at all	16%
Don't know	6%

f. A committee from the House of Representatives asking the Department of Justice to investigate President Biden's use of the autopen on Presidential Pardons

	11/4-5, 2025
I care a lot	28%
I care a little	28%
I don't care at all	33%
Don't know	11%

g. A \$130 million anonymous donation from a donor to President Trump to help pay military salaries during the shutdown

	11/4-5, 2025
I care a lot	35%
I care a little	33%
I don't care at all	23%
Don't know	9%



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10. 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)*

h. The U.S. imposing an additional 10% tariff on imports from Canada

	11/4-5, 2025
I care a lot	35%
I care a little	37%
I don't care at all	20%
Don't know	8%

i. Japan naming its first female Prime Minister

	11/4-5, 2025
I care a lot	14%
I care a little	36%
I don't care at all	42%
Don't know	9%

j. President Trump announcing trade deals with China and South Korea

	11/4-5, 2025
I care a lot	30%
I care a little	41%
I don't care at all	21%
Don't know	8%

k. President Trump calling on the U.S. to resume nuclear weapons testing for the first time in 33 years

	11/4-5, 2025
I care a lot	43%
I care a little	33%
I don't care at all	15%
Don't know	9%





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11. Are you planning to do more, less or the same amount of the following for the holidays compared to this time last year?

Total More Summary

	10/29-30, 2024	11/4-5, 2025
Attend gatherings with family/friends locally	19%	19%
Connect with family/friends with virtual calls (e.g., Zoom calls)	15%	13%
Order delivery from restaurants	7%	13%
Take on debt (credit card, buy now/pay later, loans) to pay for holiday gifts	N/A	9%
Celebrate locally at sit-down restaurants	10%	9%

- a. Connect with family/friends with virtual calls, e.g., Zoom calls

	10/29-30, 2024	11/4-5, 2025
More	15%	13%
About the same	47%	47%
Less	8%	10%
Not applicable/Don't plan to do this	30%	30%

- b. Attend gatherings with family/friends locally

	10/29-30, 2024	11/4-5, 2025
More	19%	19%
About the same	62%	61%
Less	10%	11%
Not applicable/Don't plan to do this	8%	8%

- c. Celebrate locally at sit-down restaurants

	10/29-30, 2024	11/4-5, 2025
More	10%	9%
About the same	43%	53%
Less	18%	18%
Not applicable/Don't plan to do this	29%	20%

- d. Order delivery from restaurants

	10/29-30, 2024	11/4-5, 2025
More	7%	13%
About the same	36%	38%
Less	23%	20%
Not applicable/Don't plan to do this	34%	28%



11. Are you planning to do more, less or the same amount of the following for the holidays compared to this time last year? *(Continued)*

e. Take on debt (credit card, buy now/pay later, loans) to pay for holiday gifts

	11/4-5, 2025
More	9%
About the same	29%
Less	24%
Not applicable/Don't plan to do this	38%

12. Do you plan to travel 100 miles or more for Thanksgiving or the December holidays this year?

	10/25-26, 2022	10/24-25, 2023	10/29-30, 2024	11/4-5, 2025
Yes	20%	27%	22%	25%
No	69%	60%	69%	66%
Not sure	11%	13%	9%	9%

13. **[ASK IF PLAN TO TRAVEL 100 MILES OR MORE FOR THE HOLIDAYS]** Which of the following, if any, describes your travel plans for Thanksgiving or the December holidays this year? Please select all that apply. Please only consider travel plans of 100 miles or more.

	10/25-26, 2022 (N=232)	10/24-25, 2023 (N=230)	10/29-30, 2024 (N=220)	11/4-5, 2025 (N=245)
I plan to travel by car for the December Holidays	36%	50%	46%	48%
I plan to travel by car for Thanksgiving	45%	49%	59%	43%
I plan to travel by plane for the December Holidays	20%	19%	24%	25%
I plan to travel by plane for Thanksgiving	18%	15%	17%	23%
I plan to travel by bus or train for Thanksgiving	11%	6%	4%	6%
Other	4%	3%	1%	1%

14. New medications are on the market that might help people control cravings. How interested, if at all, would you be in a medication that helped reduce cravings for the following?*

Total Interested Summary

	10/15-16, 2024	11/4-5, 2025
Eating sweets (i.e., candy, cookies, chocolate, etc.)	51%	50%
Eating generally (weight loss)	50%	45%
Eating salty snacks	47%	44%
Drinking coffee	36%	31%
[ASKED IF AGE 21+] Drinking alcohol	33%	27%
Smoking or vaping	28%	21%
Gambling or betting	22%	19%

**Prior to 2025, this question was asked as "New medications are coming on the market that might help people control cravings. How interested, if at all, would you be in a medication that helped reduce cravings for the following?"*

a. Eating generally (weight loss)

	10/15-16, 2024	11/4-5, 2025
Very interested	24%	21%
Somewhat interested	27%	24%
Not very interested	16%	16%
Not at all interested	24%	28%
Don't know	5%	3%
Does not apply	6%	7%
Interested (Net)	50%	45%
Not Interested (Net)	39%	45%

b. Eating salty snacks

	10/15-16, 2024	11/4-5, 2025
Very interested	15%	16%
Somewhat interested	32%	28%
Not very interested	19%	19%
Not at all interested	27%	29%
Don't know	4%	2%
Does not apply	3%	5%
Interested (Net)	47%	44%
Not Interested (Net)	46%	49%

14. New medications are on the market that might help people control cravings. How interested, if at all, would you be in a medication that helped reduce cravings for the following?*

(Continued)

c. **[ASKED IF AGE 21+]** Drinking alcohol

	10/15-16, 2024 (N=1,054)	11/4-5, 2025 (N=1,071)
Very interested	14%	8%
Somewhat interested	19%	19%
Not very interested	15%	16%
Not at all interested	37%	38%
Don't know	3%	2%
Does not apply	12%	17%
<i>Interested (Net)</i>	33%	27%
<i>Not Interested (Net)</i>	52%	54%

d. Drinking coffee

	10/15-16, 2024	11/4-5, 2025
Very interested	18%	16%
Somewhat interested	18%	16%
Not very interested	18%	13%
Not at all interested	35%	42%
Don't know	2%	2%
Does not apply	9%	12%
<i>Interested (Net)</i>	36%	31%
<i>Not Interested (Net)</i>	54%	54%

e. Gambling or betting

	10/15-16, 2024	11/4-5, 2025
Very interested	9%	8%
Somewhat interested	12%	11%
Not very interested	13%	13%
Not at all interested	44%	42%
Don't know	2%	2%
Does not apply	19%	24%
<i>Interested (Net)</i>	22%	19%
<i>Not Interested (Net)</i>	56%	55%

14. New medications are on the market that might help people control cravings. How interested, if at all, would you be in a medication that helped reduce cravings for the following?*

(Continued)

f. Smoking or vaping

	10/15-16, 2024	11/4-5, 2025
Very interested	16%	8%
Somewhat interested	12%	12%
Not very interested	8%	8%
Not at all interested	40%	43%
Don't know	2%	1%
Does not apply	22%	27%
<i>Interested (Net)</i>	<i>28%</i>	<i>21%</i>
<i>Not Interested (Net)</i>	<i>48%</i>	<i>51%</i>

g. Eating sweets (i.e., candy, cookies, chocolate, etc.)

	10/15-16, 2024	11/4-5, 2025
Very interested	20%	23%
Somewhat interested	31%	27%
Not very interested	20%	15%
Not at all interested	23%	28%
Don't know	4%	2%
Does not apply	2%	4%
<i>Interested (Net)</i>	<i>51%</i>	<i>50%</i>
<i>Not Interested (Net)</i>	<i>43%</i>	<i>44%</i>

15. Are you or any member of your household currently receiving any of the following programs or benefits?

	5/23-24, 2023	11/4-5, 2025
The Food Stamp Program or SNAP (the Supplemental Nutrition Assistance Program)	12%	12%
Free or reduced-price lunch at school (the School Lunch Program)	9%	9%
Food banks or food pantries	8%	9%
WIC (the Special Supplemental Nutrition Program for Women, Infants, and Children)	7%	6%
Unemployment benefits	3%	4%
None of the above	75%	74%



PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are some of the findings of the one hundred and twenty ninth wave of an Ipsos poll conducted between November 4-5, 2025. For this survey, a sample of 1,086 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 one hundred and twenty-ninth wave conducted November 4-5, 2025 among 1,086 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 ($n = 1,086$, $DEFF = 1.5$, 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.





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- The second, third, tenth, and nineteenth waves of this study have a credibility interval of plus or minus 3.4 percentage points for all respondents.
- The forty-seventh, forty-eighth, forty-ninth, fiftieth, and fifty-first waves of this study have a credibility interval of plus or minus 3.5 percentage points.
- The fifty-second, fifty-third, fifty-fourth, fifty-fifth, fifty-sixth, fifty-seventh, fifty-eighth, fifty-ninth, sixtieth, sixty-first, sixty-second, sixty-third, sixty-fourth, sixty-fifth, sixty-sixth, sixty-seventh, sixty-eighth, sixty-ninth, seventieth, seventy-first, seventy-second, seventy-third, seventy-fourth, seventy-fifth, seventy-sixth, seventy-seventh, seventy-eighth, seventy-ninth, eightieth, eighty-first, eighty-second, eighty-third, eighty-fourth, eighty-fifth, eighty-sixth, eighty-seventh, eighty-eighth, eighty-ninth, ninetieth, ninety-first, ninety-second, ninety-third, ninety-fourth, ninety-fifth, ninety-sixth, 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, one hundred and twenty eighth, and one hundred and twenty ninth waves 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

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

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