

TOPLINE & METHODOLOGY

Ipsos Psychedelic Science Poll

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
 Interview dates: November 21-23, 2025
 Number of interviews: 1,022

Margin of error: +/- 3.3 percentage points at the 95% confidence level for all respondents

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

*NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable*

Annotated Questionnaire:

Q1. Psychedelic substances, like LSD, psilocybin (magic mushrooms), or ecstasy (MDMA), are compounds that can temporarily change a person's thoughts and perceptions. – For decades, psychedelic substances have been used in ceremonial and spiritual settings, as well as for recreational purposes. – Most recently, these substances have been studied in mental health therapy research. In the past 90 days, how often have you seen or heard media coverage about psychedelics?

	Total (N=1022)
Many times	3%
A few times	8%
Once or twice	19%
Not at all	70%
Not sure	*
Skipped	*

Q2. (Asked of those who have seen/heard media coverage about psychedelics past 90 days) In the last 90 days, where have you heard or seen anything about psychedelics substances?

	Total (N=303)
TV news	30%
National newspapers, including in print or online	17%
Local newspapers, including in print or online	12%
Social media (e.g., Instagram, TikTok)	41%
Podcasts	21%
Documentaries	13%
On the radio	12%
Conversations with friends	22%
Conversations with family	11%
Conversations with healthcare provider	4%
Other	5%
Skipped	1%

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Q3. (Asked of those who have seen/heard media coverage about psychedelics past 90 days) In the last 90 days, has the information you've seen or heard about psychedelic substances been generally positive or negative?

	Total (N=303)
Positive	58%
Negative	30%
Other	11%
Skipped	1%

Q4. If you, personally, were to take a psychedelic substance, which of the following settings, if any, would you feel comfortable doing so in?

	Total (N=1022)
At home, on my own	12%
At home, with my friends	15%
At a retreat in a country where psychedelic substances are legal with a guide or facilitator	10%
At a facility in a state where psychedelic substances are legal, like Oregon or Colorado, with a facilitator	11%
In a medical facility under the supervision of a health care professional	16%
None of the above	7%
I would not take a psychedelic substance	60%
Skipped	1%

Q6. As you may know, the use of psychedelic substances to treat a variety of medical and mental health conditions such as PTSD, depression, anxiety, – and in palliative care, has been growing in recent years. Overall, how would you describe your general attitude towards psychedelic substances being used in medicine?

	Total (N=1022)
Very positive	10%
Somewhat positive	17%
Neutral or mixed opinion	44%
Somewhat negative	11%
Very negative	17%
Skipped	1%
Positive (Net)	28%
Negative (Net)	28%

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Q7. Has your attitude toward psychedelic substances become more positive, negative or stayed the same over time?

	Total (N=1022)
More positive	21%
Stayed the same	68%
More negative	10%
Skipped	1%

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About the Study

This Ipsos poll was conducted from November 21-23, 2025, using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,022 adults age 18 or older.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult U.S. population. Our recruitment process employs a scientifically developed address-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the U.S. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data for the total sample were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks came from the 2024 March Supplement of the Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–29, 30–44, 45–59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor's degree, Master's degree or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)

The margin of sampling error is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.14.

The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.



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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.

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

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, and is eligible for the Deferred Settlement Service (SRD).

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