PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior

Washington, DC, January 16, 2026

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)*
1/13-14, 2026 (N=1,290)	10%	19%	34%	20%	12%	5%	*29%*	*32%*
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%*

GAME CHANGERS

PUBLIC POLL FINDINGS AND METHODOLOGY

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
1/13-14, 2026	11%	45%	31%	13%
12/9-10, 2025	10%	43%	30%	17%
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%

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)
1/13-14, 2026	11%	18%	25%	14%	31%	29%	46%
12/9-10, 2025	7%	13%	30%	17%	32%	21%	49%
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%

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

GAME CHANGERS Ipsos

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
1/13-14, 2026 (N=734)	51%	21%	28%
12/9-10, 2025 (N=615)	57%	16%	27%
11/18-19, 2025 (N=579)	52%	24%	24%
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%

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

GAME CHANGERS Ipsos

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
12/10-11, 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%

GAME CHANGERS

5. Thinking of the holiday season, which of the following statements, if any, describe your holiday activities in November and December 2025? Select all that apply.

	1/14-15, 2025	1/13-14, 2026
I did most of my shopping online	49%	53%
[IF EMPLOYED] I took time off of work	(N=559) 40%	(N=734) 41%
I traveled to visit friends or family	36%	35%
I spent more on gifts than I intended	18%	32%
I made a wish list for gifts I wanted	19%	22%
A package that was shipped to me was stolen	5%	8%
None of the above	14%	17%

In 2024, this question was asked as "Thinking of the holiday season, which of the following statements, if any, describe your holiday activities in November and December 2024? Select all that apply."

6. Thinking ahead to the rest of 2026, how do you think this year will rate for each of the following, on a scale from 1-10, where 1 means it will not be good at all, and 10 means it will be an extremely good year? You can use any number from 1 to 10.

Total Mean Summary

	12/9-10, 2020	12/7-8, 2021	1/18-19, 2022	8/16-17, 2022	2/28-3/1, 2023	12/5-6, 2023	1/14-15, 2025	1/13-14, 2026
[ASKED IF EMPLOYED FULL OR PART TIME] My job	N/A	6.2	6.6	6.4	6.0	7.1	6.9	7.1
My immediate family	5.2	5.9	6.4	6.1	6.1	7.0	7.0	6.8
Me personally	5.1	5.7	6.3	6.0	5.8	6.9	6.8	6.8
My community	N/A	N/A	N/A	N/A	5.6	6.3	6.5	6.2
The country	N/A	N/A	N/A	N/A	4.2	5.1	5.1	4.8

Prior to 1/14-15, 2025, question text read "Thinking ahead to the rest of 2025, how do you think this year will rate for each of the following, on a scale from 1-10, where 1 means it will not be good at all, and 10 means it will be an extremely good year? You can use any number from 1 to 10."

Prior to 12/5-6, 2023, question text read "Thinking of 2023 so far, how would you rate this year for each of the following, on scale from 1-10, where 1 means it has not been good at all, and 10 means it has been an extremely good year? You can use any number from 1 to 10."

Prior to 2/28-3/1,2023, question text read "Thinking of 2023 so far, how would you rate this year for each of the following, on scale from 1-10, where 1 means it has not been good at all, and 10 means it has been an extremely good year? You can use any number from 1 to 10."

Prior to the 1/18-19, 2022, question text read "Thinking ahead to 2022, how do you think next year will rate for each of the following, on scale from 1-10, where 1 means it will not be good at all, and 10 means it will be an extremely good year? You can use any number from 1 to 10."

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

GAME CHANGERS

6. Thinking ahead to the rest of 2026, how do you think this year will rate for each of the following, on a scale from 1-10, where 1 means it will not be good at all, and 10 means it will be an extremely good year? You can use any number from 1 to 10. *(Continued)*

a. Me personally

	12/9-10, 2020	**12/7-8, 2021**	**1/18-1/19, 2022**	**8/16-17, 2022**	**2/28-3/1, 2023**	**12/5-6, 2023**	**1/14-15, 2025**	**1/13-14, 2026**
1 – not a good year at all	10%	8%	5%	6%	7%	2%	3%	2%
2	4%	3%	2%	2%	4%	1%	2%	2%
3	9%	7%	3%	5%	12%	3%	3%	3%
4	13%	9%	6%	6%	17%	4%	6%	4%
5	19%	16%	18%	22%	16%	11%	12%	18%
6	14%	17%	15%	16%	18%	16%	12%	11%
7	16%	16%	17%	14%	7%	16%	22%	18%
8	8%	11%	15%	12%	6%	20%	15%	19%
9	3%	6%	7%	5%	4%	10%	9%	8%
10 – an extremely good year	3%	5%	8%	7%	6%	12%	14%	13%
Don't know/not applicable	1%	2%	4%	6%	3%	5%	2%	3%
1-3 (Net)	*23%*	*18%*	*10%*	*13%*	*24%*	*6%*	*8%*	*7%*
8-10 (Net)	*14%*	*22%*	*30%*	*24%*	*16%*	*42%*	*38%*	*40%*
Mean	*5.1*	*5.7*	*6.3*	*6.0*	*5.8*	*6.9*	*6.8*	*6.8*

b. My immediate family

	12/9-10, 2020	**12/7-8, 2021**	**1/18-1/19, 2022**	**8/16-17, 2022**	**2/28-3/1, 2023**	**12/5-6, 2023**	**1/14-15, 2025**	**1/13-14, 2026**
1 – not a good year at all	8%	5%	4%	4%	7%	2%	1%	4%
2	5%	2%	1%	1%	7%	1%	1%	1%
3	7%	6%	2%	5%	14%	2%	3%	2%
4	13%	10%	5%	5%	17%	5%	4%	4%
5	23%	17%	20%	20%	16%	10%	12%	12%
6	13%	18%	16%	17%	15%	13%	15%	13%
7	15%	17%	16%	17%	8%	21%	21%	19%
8	8%	13%	15%	12%	5%	22%	17%	19%
9	4%	6%	7%	5%	2%	6%	8%	8%
10 – an extremely good year	3%	4%	8%	6%	5%	13%	15%	13%
Don't know/not applicable	2%	3%	6%	9%	4%	6%	3%	4%
1-3 (Net)	*20%*	*12%*	*7%*	*10%*	*28%*	*5%*	*5%*	*7%*
8-10 (Net)	*14%*	*23%*	*30%*	*23%*	*12%*	*41%*	*40%*	*40%*
Mean	*5.2*	*5.9*	*6.4*	*6.1*	*6.1*	*7.0*	*7.0*	*6.8*

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

GAME CHANGERS ![Ipsos]

6. Thinking ahead to the rest of 2026, how do you think this year will rate for each of the following, on a scale from 1-10, where 1 means it will not be good at all, and 10 means it will be an extremely good year? You can use any number from 1 to 10. *(Continued)*

c. **[ASKED IF EMPLOYED FULL OR PART TIME]** My job

	12/7-8, 2021 (N=620)	1/18-1/19, 2022 (N=633)	8/16-17, 2022 (N=598)	2/28-3/1, 2023 (N=616)	12/5-6, 2023 (N=489)	1/14-15, 2025 (N=482)	1/13-14, 2026 (N=734)
1 – not a good year at all	4%	4%	5%	6%	2%	2%	1%
2	2%	1%	2%	5%	1%	2%	1%
3	5%	4%	4%	14%	1%	5%	1%
4	7%	5%	8%	19%	3%	7%	6%
5	17%	17%	15%	18%	10%	12%	10%
6	16%	13%	12%	17%	16%	12%	15%
7	15%	18%	16%	7%	23%	16%	18%
8	17%	16%	16%	4%	22%	16%	22%
9	7%	6%	8%	2%	7%	5%	11%
10 – an extremely good year	7%	12%	9%	6%	12%	20%	12%
Don't know/not applicable	2%	5%	6%	2%	4%	2%	2%
1-3 (Net)	*12%*	*8%*	*10%*	*25%*	*3%*	*9%*	*4%*
8-10 (Net)	*31%*	*34%*	*33%*	*12%*	*41%*	*42%*	*45%*
Mean	*6.2*	*6.6*	*6.4*	*6.0*	*7.1*	*6.9*	*7.1*

d. My community

	2/28-3/1, 2023	12/5-6, 2023	1/14-15, 2025	1/13-14, 2026
1 – not a good year at all	2%	2%	2%	5%
2	3%	1%	1%	1%
3	10%	3%	3%	4%
4	15%	6%	4%	9%
5	19%	16%	14%	18%
6	22%	19%	19%	14%
7	8%	19%	20%	18%
8	6%	13%	13%	14%
9	2%	5%	5%	5%
10 – an extremely good year	5%	6%	8%	8%
Don't know/not applicable	7%	10%	8%	5%
1-3 (Net)	*15%*	*7%*	*7%*	*9%*
8-10 (Net)	*13%*	*24%*	*27%*	*27%*
Mean	*5.6*	*6.3*	*6.5*	*6.2*

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

GAME CHANGERS

6. Thinking ahead to the rest of 2026, how do you think this year will rate for each of the following, on a scale from 1-10, where 1 means it will not be good at all, and 10 means it will be an extremely good year? You can use any number from 1 to 10. *(Continued)*

   e. The country

	2/28-3/1, 2023	12/5-6, 2023	1/14-15, 2025	1/13-14, 2026
1 – not a good year at all	2%	10%	12%	17%
2	1%	5%	3%	5%
3	4%	8%	12%	11%
4	8%	11%	10%	12%
5	11%	18%	17%	13%
6	18%	13%	12%	9%
7	13%	9%	12%	13%
8	12%	7%	9%	8%
9	8%	4%	3%	4%
10 – an extremely good year	18%	5%	6%	4%
Don't know/not applicable	5%	9%	4%	4%
1-3 (Net)	*7%*	*23%*	*27%*	*32%*
8-10 (Net)	*38%*	*17%*	*18%*	*16%*
Mean	*4.2*	*5.1*	*5.1*	*4.8*

7. When thinking about how you make food choices, do you do any of the following, or not?

   Total Yes Summary

	5/6-7, 2025	1/13-14, 2026
I limit the amount of processed foods I eat	59%	64%
I prioritize foods with protein, even if it's added	N/A	57%
I prioritize foods that are produced more sustainably	46%	47%
I prioritize organic foods or those that minimize use of chemicals or pesticides	44%	47%
I prioritize non-GMO foods	35%	42%
I track calories or nutrients/macros to manage my weight	33%	34%
I follow a diet to manage a health condition (e.g., diabetes, blood pressure, cholesterol, gluten-free)	27%	31%
I avoid certain foods because of allergies	21%	22%
I avoid eating red meat	19%	18%
I avoid animal-based foods	12%	17%

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

GAME CHANGERS

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

Total Agree Summary

	The world today is changing too fast	I tend to buy brands that reflect my personal values	I have often felt stressed or nervous in the past month	Given all the uncertainty in the world around me, I feel guilty that my investments did well in 2025	I have often felt exhausted in the past month
1/13-14, 2026	76%	67%	62%	22%	60%
9/23-24, 2025	80%	67%	62%	N/A	N/A
2/11-12, 2025	75%	68%	63%	N/A	N/A
1/28-29, 2025	77%	64%	58%	N/A	N/A
1/14-15, 2025	78%	68%	57%	N/A	N/A
12/10-11, 2024	74%	66%	55%	N/A	N/A
11/13-14, 2024	80%	62%	60%	N/A	N/A
9/17-18, 2024	N/A	65%	58%	N/A	N/A
9/4-5, 2024	N/A	62%	59%	N/A	N/A
8/20-21, 2024	N/A	68%	63%	N/A	N/A
8/6-7, 2024	77%	67%	N/A	N/A	N/A
7/23-24, 2024	78%	64%	N/A	N/A	N/A
6/25-26, 2024	77%	70%	N/A	N/A	N/A
6/11-12, 2024	77%	73%	N/A	N/A	N/A
5/14-15, 2024	78%	66%	N/A	N/A	N/A
4/30-5/1, 2024	77%	64%	N/A	N/A	N/A
4/16-17, 2024	74%	73%	N/A	N/A	N/A
4/2-3, 2024	76%	66%	N/A	N/A	N/A
3/19-20, 2024	81%	69%	N/A	N/A	N/A
3/5-6, 2024	80%	66%	N/A	N/A	N/A
2/21-22, 2024	81%	70%	N/A	N/A	N/A
2/6-7, 2024	77%	70%	N/A	N/A	N/A
1/23-24, 2024	75%	69%	N/A	N/A	N/A

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

GAME CHANGERS

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

a. The world today is changing too fast

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know/Not applicable*	*Agree (Net)*	*Disagree (Net)*
1/13-14, 2026	33%	43%	15%	4%	5%	76%	19%
9/23-24, 2025	40%	40%	13%	4%	3%	80%	17%
2/11-12, 2025	29%	46%	16%	4%	5%	75%	20%
1/28-29, 2025	32%	45%	15%	4%	5%	77%	19%
1/14-15, 2025	33%	46%	16%	4%	2%	78%	20%
12/10-11, 2024	32%	42%	17%	4%	5%	74%	21%
11/13-14, 2024	34%	46%	14%	3%	3%	80%	17%
8/6-7, 2024	31%	46%	14%	7%	3%	77%	20%
7/23-24, 2024	36%	42%	14%	5%	3%	78%	20%
6/25-26, 2024	36%	41%	15%	4%	4%	77%	18%
6/11-12, 2024	33%	43%	16%	5%	3%	77%	20%
5/14-15, 2024	40%	39%	15%	3%	3%	78%	19%
4/30-5/1, 2024	37%	39%	16%	4%	3%	77%	20%
4/16-17, 2024	34%	40%	19%	5%	2%	74%	24%
4/2-3, 2024	38%	38%	16%	5%	2%	76%	22%
3/19-20, 2024	37%	44%	12%	3%	4%	81%	15%
3/5-6, 2024	33%	47%	13%	4%	3%	80%	17%
2/21-22, 2024	39%	42%	14%	3%	3%	81%	16%
2/6-7, 2024	35%	42%	15%	5%	3%	77%	20%
1/23-24, 2024	33%	43%	15%	5%	4%	75%	21%

Prior to 2026, this option was "Don't know"

GAME CHANGERS | Ipsos

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

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

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know/Not applicable*	*Agree (Net)*	*Disagree (Net)*
1/13-14, 2026	20%	47%	18%	7%	7%	*67%*	*26%*
9/23-24, 2025	19%	48%	21%	7%	5%	*67%*	*28%*
2/11-12, 2025	18%	50%	17%	8%	7%	*68%*	*25%*
1/28-29, 2025	18%	46%	22%	6%	9%	*64%*	*28%*
1/14-15, 2025	17%	51%	20%	7%	5%	*68%*	*27%*
12/10-11, 2024	16%	50%	18%	8%	8%	*66%*	*26%*
11/13-14, 2024	16%	46%	22%	6%	10%	*62%*	*28%*
9/17-18, 2024	18%	47%	20%	6%	9%	*65%*	*26%*
9/4-5, 2024	16%	46%	21%	11%	6%	*62%*	*33%*
8/20-21, 2024	16%	52%	18%	7%	8%	*68%*	*25%*
8/6-7, 2024	19%	48%	21%	6%	7%	*67%*	*26%*
7/23-24, 2024	19%	45%	22%	8%	5%	*64%*	*30%*
6/25-26, 2024	21%	49%	18%	6%	6%	*70%*	*24%*
6/11-12, 2024	21%	52%	16%	6%	6%	*73%*	*21%*
5/14-15, 2024	22%	44%	22%	7%	6%	*66%*	*28%*
4/30-5/1, 2024	19%	45%	20%	8%	9%	*64%*	*27%*
4/16-17, 2024	22%	52%	15%	5%	6%	*73%*	*21%*
4/2-3, 2024	19%	48%	21%	6%	7%	*66%*	*27%*
3/19-20, 2024	19%	50%	18%	6%	7%	*69%*	*24%*
3/5-6, 2024	19%	46%	19%	8%	7%	*66%*	*28%*
2/21-22, 2024	20%	50%	17%	6%	7%	*70%*	*23%*
2/6-7, 2024	19%	52%	18%	6%	6%	*70%*	*24%*
1/23-24, 2024	19%	50%	18%	8%	5%	*69%*	*26%*

Prior to 2026, this option was "Don't know"

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

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know/Not applicable*	*Agree (Net)*	*Disagree (Net)*
1/13-14, 2026	28%	34%	18%	17%	4%	*62%*	*34%*
9/23-24, 2025	32%	29%	23%	14%	1%	*62%*	*37%*
2/11-12, 2025	28%	34%	21%	14%	2%	*63%*	*35%*
1/28-29, 2025	25%	33%	21%	18%	3%	*58%*	*39%*
1/14-15, 2025	25%	33%	20%	21%	1%	*57%*	*41%*
12/10-11, 2024	23%	32%	23%	20%	2%	*55%*	*43%*
11/13-14, 2024	29%	31%	21%	16%	3%	*60%*	*37%*
9/17-18, 2024	29%	29%	25%	15%	1%	*58%*	*40%*
9/4-5, 2024	25%	35%	21%	18%	1%	*59%*	*39%*
8/20-21, 2024	27%	36%	20%	16%	1%	*63%*	*36%*

Prior to 2026, this option was "Don't know"

GAME CHANGERS | Ipsos

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

    d. Given all the uncertainty in the world around me, I feel guilty that my investments did well in 2025

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know/Not applicable	*Agree (Net)*	*Disagree (Net)*
1/13-14, 2026	8%	15%	21%	34%	22%	22%	55%

    e. I have often felt exhausted in the past month

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know/Not applicable	*Agree (Net)*	*Disagree (Net)*
1/13-14, 2026	26%	34%	22%	15%	3%	*60%*	*37%*

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

    Total Familiar Summary

	1/13-14, 2026
Federal agents shooting and killing a woman during an immigration crackdown in Minneapolis	83%
The U.S. capturing Venezuelan President Nicholas Maduro and bringing him to the U.S. for trial	80%
Sec. Kennedy scaling back the recommended number of vaccines for children	62%
The Department of Health and Human services issuing a new "food pyramid" which prioritizes meat and vegetables	58%
The first oral GLP-1 weight loss pills coming on the market in the U.S.	49%
The City of San Francisco suing food makers, claiming ultra-processed food are responsible for a public health crisis	26%

    a. The U.S. capturing Venezuelan President Nicholas Maduro and bringing him to the U.S. for trial

	1/13-14, 2026
Very familiar	47%
Somewhat familiar	33%
Heard of it, but that's it	14%
Never heard of it	6%
Familiar (Net)	*80%*
Not Familiar (Net)	*20%*

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

b. Sec. Kennedy scaling back the recommended number of vaccines for children

	1/13-14, 2026
Very familiar	30%
Somewhat familiar	32%
Heard of it, but that's it	20%
Never heard of it	18%
Familiar (Net)	*62%*
Not Familiar (Net)	*38%*

c. The first oral GLP-1 weight loss pills coming on the market in the U.S.

	1/13-14, 2026
Very familiar	20%
Somewhat familiar	29%
Heard of it, but that's it	26%
Never heard of it	25%
Familiar (Net)	*49%*
Not Familiar (Net)	*51%*

d. Federal agents shooting and killing a woman during an immigration crackdown in Minneapolis

	1/13-14, 2026
Very familiar	54%
Somewhat familiar	29%
Heard of it, but that's it	10%
Never heard of it	7%
Familiar (Net)	*83%*
Not Familiar (Net)	*17%*

e. The Department of Health and Human services issuing a new "food pyramid" which prioritizes meat and vegetables

	1/13-14, 2026
Very familiar	27%
Somewhat familiar	31%
Heard of it, but that's it	21%
Never heard of it	21%
Familiar (Net)	*58%*
Not Familiar (Net)	*42%*

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

GAME CHANGERS

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

    f. The City of San Francisco suing food makers, claiming ultra-processed food are responsible for a public health crisis

	1/13-14, 2026
Very familiar	10%
Somewhat familiar	16%
Heard of it, but that's it	19%
Never heard of it	55%
Familiar (Net)	*26%*
Not Familiar (Net)	*74%*

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 U.S. capturing Venezuelan President Nicholas Maduro and bringing him to the U.S. for trial

	1/13-14, 2026
I care a lot	43%
I care a little	36%
I don't care at all	15%
Don't know	6%

    b. Sec. Kennedy scaling back the recommended number of vaccines for children

	1/13-14, 2026
I care a lot	52%
I care a little	29%
I don't care at all	12%
Don't know	7%

    c. The first oral GLP-1 weight loss pills coming on the market in the U.S.

	1/13-14, 2026
I care a lot	22%
I care a little	28%
I don't care at all	41%
Don't know	9%

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

GAME CHANGERS

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)*

    d. The Department of Health and Human services issuing a new "food pyramid" which prioritizes meat and vegetables

	1/13-14, 2026
I care a lot	35%
I care a little	40%
I don't care at all	16%
Don't know	8%

    e. The City of San Francisco suing food makers, claiming ultra-processed food are responsible for a public health crisis

	1/13-14, 2026
I care a lot	23%
I care a little	33%
I don't care at all	30%
Don't know	14%

11. More types of retailers are experimenting with dynamic pricing, which means that the cost of an item can change in real-time depending on market conditions. To what extent do you agree or disagree with the following statements?

    Total Agree Summary

	1/13-14, 2026
Prices should be the same no matter who buys it	78%
Prices should be the same no matter when someone buys something	62%
Dynamic pricing is price gouging	59%
Dynamic pricing would allow me to get deals	33%
It's fair for merchants to make as much money as they can for every item	30%

    a. Prices should be the same no matter when someone buys something

	1/13-14, 2026
Strongly agree	30%
Somewhat agree	33%
Neither agree nor disagree	22%
Somewhat disagree	13%
Strongly disagree	3%
Agree (Net)	*62%*
Disagree (Net)	*16%*

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

GAME CHANGERS

11. More types of retailers are experimenting with dynamic pricing, which means that the cost of an item can change in real-time depending on market conditions. To what extent do you agree or disagree with the following statements? *(Continued)*

b. Prices should be the same no matter who buys it

	1/13-14, 2026
Strongly agree	46%
Somewhat agree	32%
Neither agree nor disagree	16%
Somewhat disagree	5%
Strongly disagree	1%
Agree (Net)	*78%*
Disagree (Net)	*6%*

c. It's fair for merchants to make as much money as they can for every item

	1/13-14, 2026
Strongly agree	7%
Somewhat agree	23%
Neither agree nor disagree	29%
Somewhat disagree	24%
Strongly disagree	16%
Agree (Net)	*30%*
Disagree (Net)	*41%*

d. Dynamic pricing is price gouging

	1/13-14, 2026
Strongly agree	25%
Somewhat agree	34%
Neither agree nor disagree	33%
Somewhat disagree	7%
Strongly disagree	2%
Agree (Net)	*59%*
Disagree (Net)	*9%*

e. Dynamic pricing would allow me to get deals

	1/13-14, 2026
Strongly agree	7%
Somewhat agree	26%
Neither agree nor disagree	44%
Somewhat disagree	12%
Strongly disagree	11%
Agree (Net)	*33%*
Disagree (Net)	*23%*

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

GAME CHANGERS

12. How frequently, if at all, do you engage in the following?

Total At Least Once A Week Summary

	1/13-14, 2026
Watching short form videos (e.g., TikTok, YouTube Shorts, Instagram Reels)	72%
Playing video games on a mobile device	52%
Playing video games on a PC or console	42%
Using GenAI assistants/apps (e.g., ChatGPT, Claude)	39%
Using AI for chatting or companionship (e.g., Character.ai, Replika, etc.)	20%
Playing iGaming/iCasino games (e.g., digital gambling games where you can win real money)	19%
Online sports betting	17%
Actively trading cryptocurrencies (e.g., bitcoin, memecoins, etc.)	15%
Using prediction markets (e.g., Polymarket, Kalshi)	13%
Viewing AI-generated pornography	11%
Paying for creator pornography (e.g., OnlyFans, Fansly)	8%

a. Playing video games on a PC or console

	1/13-14, 2026
Daily	17%
A few times a week	15%
Once a week	10%
Once a month	5%
Less than once a month	10%
Never	43%
Prefer not to answer	*
At Least Once A Week (Net)	*42%*

b. Playing video games on a mobile device

	1/13-14, 2026
Daily	25%
A few times a week	20%
Once a week	7%
Once a month	7%
Less than once a month	7%
Never	34%
Prefer not to answer	1%
At Least Once A Week (Net)	*52%*

GAME CHANGERS

12. How frequently, if at all, do you engage in the following? *(Continued)*

c. Paying for creator pornography (e.g., OnlyFans, Fansly)

	1/13-14, 2026
Daily	1%
A few times a week	4%
Once a week	3%
Once a month	3%
Less than once a month	2%
Never	86%
Prefer not to answer	1%
At Least Once A Week (Net)	*8%*

d. Viewing AI-generated pornography

	1/13-14, 2026
Daily	4%
A few times a week	3%
Once a week	3%
Once a month	2%
Less than once a month	2%
Never	84%
Prefer not to answer	1%
At Least Once A Week (Net)	*11%*

e. Playing iGaming/iCasino games (e.g., digital gambling games where you can win real money)

	1/13-14, 2026
Daily	6%
A few times a week	6%
Once a week	6%
Once a month	5%
Less than once a month	6%
Never	69%
Prefer not to answer	1%
At Least Once A Week (Net)	*19%*

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

GAME CHANGERS

12. How frequently, if at all, do you engage in the following? *(Continued)*

   f. Online sports betting

	1/13-14, 2026
Daily	7%
A few times a week	5%
Once a week	5%
Once a month	5%
Less than once a month	7%
Never	70%
Prefer not to answer	1%
At Least Once A Week (Net)	*17%*

   g. Using GenAI assistants/apps (e.g., ChatGPT, Claude)

	1/13-14, 2026
Daily	14%
A few times a week	16%
Once a week	9%
Once a month	9%
Less than once a month	10%
Never	41%
Prefer not to answer	1%
At Least Once A Week (Net)	*39%*

   h. Using AI for chatting or companionship (e.g., Character.ai, Replika, etc.)

	1/13-14, 2026
Daily	6%
A few times a week	9%
Once a week	6%
Once a month	4%
Less than once a month	8%
Never	67%
Prefer not to answer	1%
At Least Once A Week (Net)	*20%*

   i. Watching short form videos (e.g., TikTok, YouTube Shorts, Instagram Reels)

	1/13-14, 2026
Daily	41%
A few times a week	22%
Once a week	10%
Once a month	5%
Less than once a month	8%
Never	15%
Prefer not to answer	*
At Least Once A Week (Net)	*72%*

GAME CHANGERS

12. How frequently, if at all, do you engage in the following? *(Continued)*

j. Actively trading cryptocurrencies (e.g., bitcoin, memecoins, etc.)

	1/13-14, 2026
Daily	4%
A few times a week	5%
Once a week	7%
Once a month	6%
Less than once a month	5%
Never	73%
Prefer not to answer	1%
At Least Once A Week (Net)	*15%*

k. Using prediction markets (e.g., Polymarket, Kalshi)

	1/13-14, 2026
Daily	3%
A few times a week	5%
Once a week	5%
Once a month	3%
Less than once a month	3%
Never	80%
Prefer not to answer	1%
At Least Once A Week (Net)	*13%*

13. To what extent, if any, do you agree or disagree with the following statements?

Total Agree Summary

	1/13-14, 2026
Phones can be addicting	89%
Gambling can be addicting	88%
Screens (i.e., tv, tablet, computer, etc.) can be addicting	87%
Americans spend too much time online	87%
Video games can be addicting	84%
Americans spend too much money online	74%
Pornography can be addicting	71%
I would like to reduce the time I spend online	61%
I would like to reduce the amount of money I spend online	52%
I am playing video games less often than I used to	46%
I find it hard to control how much time I spend online	42%
I find it hard to control how much money I spend online	30%

13. To what extent, if any, do you agree or disagree with the following statements? *(Continued)*

a. I am playing video games less often than I used to

	1/13-14, 2026
Strongly agree	21%
Somewhat agree	25%
Somewhat disagree	20%
Strongly disagree	10%
Doesn't apply	24%
Agree (Net)	*46%*
Disagree (Net)	*30%*

b. Video games can be addicting

	1/13-14, 2026
Strongly agree	49%
Somewhat agree	35%
Somewhat disagree	6%
Strongly disagree	4%
Doesn't apply	6%
Agree (Net)	*84%*
Disagree (Net)	*10%*

c. Gambling can be addicting

	1/13-14, 2026
Strongly agree	64%
Somewhat agree	25%
Somewhat disagree	3%
Strongly disagree	2%
Doesn't apply	6%
Agree (Net)	*88%*
Disagree (Net)	*6%*

d. Pornography can be addicting

	1/13-14, 2026
Strongly agree	45%
Somewhat agree	26%
Somewhat disagree	8%
Strongly disagree	5%
Doesn't apply	16%
Agree (Net)	*71%*
Disagree (Net)	*13%*

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

GAME CHANGERS

13. To what extent, if any, do you agree or disagree with the following statements? *(Continued)*

e. Phones can be addicting

	1/13-14, 2026
Strongly agree	56%
Somewhat agree	32%
Somewhat disagree	7%
Strongly disagree	3%
Doesn't apply	2%
Agree (Net)	*89%*
Disagree (Net)	*10%*

f. Screens (i.e., tv, tablet, computer, etc.) can be addicting

	1/13-14, 2026
Strongly agree	51%
Somewhat agree	36%
Somewhat disagree	8%
Strongly disagree	2%
Doesn't apply	2%
Agree (Net)	*87%*
Disagree (Net)	*11%*

g. I find it hard to control how much time I spend online

	1/13-14, 2026
Strongly agree	15%
Somewhat agree	28%
Somewhat disagree	33%
Strongly disagree	21%
Doesn't apply	4%
Agree (Net)	*42%*
Disagree (Net)	*54%*

h. I find it hard to control how much money I spend online

	1/13-14, 2026
Strongly agree	12%
Somewhat agree	19%
Somewhat disagree	28%
Strongly disagree	35%
Doesn't apply	7%
Agree (Net)	*30%*
Disagree (Net)	*63%*

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

GAME CHANGERS

13. To what extent, if any, do you agree or disagree with the following statements? *(Continued)*

i. I would like to reduce the time I spend online

	1/13-14, 2026
Strongly agree	24%
Somewhat agree	37%
Somewhat disagree	24%
Strongly disagree	10%
Doesn't apply	5%
Agree (Net)	*61%*
Disagree (Net)	*34%*

j. I would like to reduce the amount of money I spend online

	1/13-14, 2026
Strongly agree	20%
Somewhat agree	32%
Somewhat disagree	25%
Strongly disagree	8%
Doesn't apply	15%
Agree (Net)	*52%*
Disagree (Net)	*33%*

k. Americans spend too much time online

	1/13-14, 2026
Strongly agree	51%
Somewhat agree	36%
Somewhat disagree	8%
Strongly disagree	2%
Doesn't apply	3%
Agree (Net)	*87%*
Disagree (Net)	*10%*

l. Americans spend too much money online

	1/13-14, 2026
Strongly agree	34%
Somewhat agree	39%
Somewhat disagree	18%
Strongly disagree	2%
Doesn't apply	5%
Agree (Net)	*74%*
Disagree (Net)	*21%*

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

GAME CHANGERS

14. To what extent, if any, would you support or oppose the following polices if they were enacted in your communities?

Total Support Summary

	1/13-14, 2026
Increased investment in trade schools, apprenticeships and vocational schools	88%
Policies encouraging more men to become school teachers	77%
Restricting social media to people over <u>age 16</u>	66%
Restricting social media to people over <u>age 18</u>	50%
Allowing young boys the option to start public school a year later than girls do ("red shirting")	26%

a. Policies encouraging more men to become school teachers

	1/13-14, 2026
Strongly support	22%
Somewhat support	54%
Somewhat oppose	18%
Strongly oppose	6%
Support (Net)	*77%*
Oppose (Net)	*23%*

b. Allowing young boys the option to start public school a year later than girls do ("red shirting")

	1/13-14, 2026
Strongly support	7%
Somewhat support	19%
Somewhat oppose	42%
Strongly oppose	32%
Support (Net)	*26%*
Oppose (Net)	*74%*

c. Increased investment in trade schools, apprenticeships and vocational schools

	1/13-14, 2026
Strongly support	42%
Somewhat support	46%
Somewhat oppose	9%
Strongly oppose	3%
Support (Net)	*88%*
Oppose (Net)	*12%*

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

GAME CHANGERS

14. To what extent, if any, would you support or oppose the following polices if they were enacted in your communities? *(Continued)*

d. Restricting social media to people over age 16

	1/13-14, 2026
Strongly support	27%
Somewhat support	40%
Somewhat oppose	20%
Strongly oppose	14%
Support (Net)	*66%*
Oppose (Net)	*34%*

e. Restricting social media to people over age 18

	1/13-14, 2026
Strongly support	20%
Somewhat support	30%
Somewhat oppose	30%
Strongly oppose	20%
Support (Net)	*50%*
Oppose (Net)	*50%*

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

GAME CHANGERS

About the Study

These are some of the findings of the one hundred and thirty-second wave of an Ipsos poll conducted between January 13-14, 2026. For this survey, a sample of 1,290 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

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

GAME CHANGERS Ipsos

- 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-eight 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-nineth 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

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

GAME CHANGERS

- 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

GAME CHANGERS

- 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 one hundred and thirtieth wave conducted November 18-19, 2025 among 1,090 adults
- The one hundred and thirty-first wave conducted December 9-10, 2025 among 1,085 adults
- The one hundred and thirty-second wave conducted January 13-14, 2026 among 1,290 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 the 2025 March Supplement of the Current Population Survey (CPS).. 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 3.3 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= 1,290, DEFF=1.5, adjusted Confidence Interval=+/- 4.9 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,

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

GAME CHANGERS

thirty-sixth, thirty-seventh, thirty-eighth, thirty-ninth, fortieth, forty-first, forty second, forty-third, forty-fourth, forty-fifth, and one hundred and thirty-second waves of this study have a credibility interval of plus or minus 3.3 percentage points for all respondents.

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

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

GAME CHANGERS

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).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

www.ipsos.com

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

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs
Email: mallory.newall@ipsos.com
Tel: +1 202 374 2613

GAME CHANGERS