



# PUBLIC POLL FINDINGS AND METHODOLOGY

## Ipsos Poll on Consumer Behavior

Washington, DC, February 13, 2025

1. What level of threat does today's political climate pose to you personally?

	Very high threat	High threat	Moderate threat	Low threat	Very low threat	Don't know	High Threat (Net)	Low Threat (Net)
<b>2/10-11, 2026 (N=1,085)</b>	13%	16%	32%	19%	13%	7%	29%	32%
<b>1/27-28, 2026 (N=1,085)</b>	11%	15%	35%	18%	14%	6%	26%	32%
<b>1/13-14, 2026 (N=1,290)</b>	10%	19%	34%	20%	12%	5%	29%	32%
<b>11/4-5, 2025 (N=1,086)</b>	12%	13%	33%	23%	12%	7%	25%	34%
<b>10/22-23, 2025 (N=1,085)</b>	11%	17%	33%	19%	13%	8%	28%	31%
<b>10/7-8, 2025 (N=1,093)</b>	14%	18%	35%	17%	10%	7%	31%	27%
<b>9/23-24, 2025 (N=1,085)</b>	11%	17%	35%	20%	11%	7%	28%	31%
<b>9/9-10, 2025 (N=1,082)</b>	13%	17%	35%	18%	12%	6%	30%	29%
<b>8/26-27, 2025 (N=1,085)</b>	14%	16%	35%	21%	8%	6%	30%	29%
<b>8/12-13, 2025 (N=1,085)</b>	13%	19%	29%	17%	14%	8%	31%	31%
<b>7/29-30, 2025 (N=1,085)</b>	8%	8%	30%	19%	13%	7%	31%	31%
<b>7/15-16, 2025 (N=1,083)</b>	12%	14%	31%	21%	13%	9%	26%	34%
<b>6/17-18, 2025 (N=1,096)</b>	12%	19%	33%	20%	9%	6%	31%	30%
<b>6/3-4, 2025 (N=1,080)</b>	10%	16%	32%	21%	12%	10%	26%	32%
<b>5/21-22, 2025 (N=1,085)</b>	11%	15%	33%	20%	11%	10%	26%	31%
<b>5/6-7, 2025 (N=1,094)</b>	11%	15%	33%	17%	12%	12%	26%	29%
<b>4/23-24, 2025 (N=1,085)</b>	11%	17%	29%	20%	13%	10%	28%	34%
<b>4/8-9, 2025 (N=1,090)</b>	13%	16%	37%	18%	7%	9%	30%	25%
<b>3/25-26, 2025 (N=1,085)</b>	12%	17%	31%	19%	12%	9%	29%	31%
<b>2/25-26, 2025 (N=1,083)</b>	15%	17%	28%	17%	15%	8%	32%	32%
<b>2/11-12, 2025 (N=1,082)</b>	11%	15%	30%	21%	14%	8%	26%	35%



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2. When it comes to the political climate in the U.S. which of the following describes how you feel today?

	I'm stuck about what to do next	I have a lot of uncertainty	I have some uncertainty	I have no uncertainty
<b>2/10-11, 2026</b>	11%	46%	32%	12%
<b>1/27-28, 2026</b>	10%	45%	33%	12%
<b>1/13-14, 2026</b>	11%	45%	31%	13%
<b>12/9-10, 2025</b>	10%	43%	30%	17%
<b>11/4-5, 2025</b>	12%	43%	31%	14%
<b>10/22-23, 2025</b>	11%	42%	33%	15%
<b>10/7-8, 2025</b>	13%	45%	28%	14%
<b>9/23-24, 2025</b>	14%	44%	31%	11%
<b>9/9-10, 2025</b>	14%	39%	33%	14%
<b>8/26-27, 2025</b>	14%	40%	32%	15%
<b>8/12-13, 2025</b>	15%	40%	29%	16%
<b>7/29-30, 2025</b>	11%	44%	33%	13%
<b>7/15-16, 2025</b>	13%	40%	33%	14%
<b>6/17-18, 2025</b>	11%	45%	30%	14%
<b>6/3-4, 2025</b>	10%	42%	32%	16%
<b>5/21-22, 2025</b>	13%	37%	35%	15%
<b>5/6-7, 2025</b>	10%	43%	33%	14%
<b>4/23-24, 2025</b>	11%	40%	32%	17%
<b>4/8-9, 2025</b>	9%	46%	33%	12%
<b>3/25-26, 2025</b>	7%	48%	33%	12%
<b>2/25-26, 2025</b>	10%	42%	34%	13%
<b>2/11-12, 2025</b>	12%	36%	37%	15%



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3. On a five-point scale, with 5 being very satisfied and 1 being very unsatisfied, how satisfied are you with the actions and policies of the federal government? You may choose any number in between.

	5 – Very satisfied	4	3	2	1 – Very unsatisfied	Satisfied (Net)	Unsatisfied (Net)
<b>2/10-11, 2026</b>	9%	17%	24%	13%	37%	26%	50%
<b>1/27-28, 2026</b>	10%	17%	24%	10%	39%	27%	49%
<b>1/13-14, 2026</b>	11%	18%	25%	14%	31%	29%	46%
<b>12/9-10, 2025</b>	7%	13%	30%	17%	32%	21%	49%
<b>11/4-5, 2025</b>	10%	13%	28%	14%	34%	24%	48%
<b>10/22-23, 2025</b>	10%	15%	26%	15%	34%	25%	49%
<b>10/7-8, 2025</b>	9%	17%	24%	14%	37%	25%	51%
<b>9/23-24, 2025</b>	9%	14%	26%	16%	35%	23%	51%
<b>9/9-10, 2025</b>	12%	16%	26%	17%	30%	28%	46%
<b>8/26-27, 2025</b>	8%	13%	28%	15%	35%	22%	50%
<b>8/12-13, 2025</b>	12%	13%	30%	11%	34%	25%	45%
<b>7/29-30, 2025</b>	9%	13%	30%	16%	32%	22%	48%
<b>7/15-16, 2025</b>	10%	16%	27%	14%	34%	26%	47%
<b>6/17-18, 2025</b>	8%	17%	26%	15%	33%	25%	48%
<b>6/3-4, 2025</b>	10%	14%	29%	17%	30%	23%	48%
<b>5/21-22, 2025</b>	9%	14%	29%	16%	31%	24%	48%
<b>5/6-7, 2025</b>	7%	15%	26%	18%	34%	22%	52%
<b>4/23-24, 2025</b>	10%	12%	32%	15%	31%	22%	47%
<b>4/8-9, 2025</b>	9%	13%	30%	12%	35%	22%	47%
<b>3/25-26, 2025</b>	9%	14%	30%	12%	35%	23%	47%
<b>2/25-26, 2025</b>	10%	15%	28%	16%	31%	26%	46%
<b>2/11-12, 2025</b>	10%	12%	33%	16%	29%	22%	45%



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4. **[ASKED ONLY IF EMPLOYED]** Are you currently working from home, at your workplace, or both a majority of the time?

	Working at my workplace only	Working from home only	Working both from home and at my workplace
2/10-11, 2026 (N=632)	56%	21%	23%
1/27-28, 2026 (N=584)	54%	20%	26%
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%



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4. **[ASKED ONLY IF EMPLOYED]** Are you currently working from home, at your workplace, or both a majority of the time? *(Continued)*

	Working at my workplace only	Working from home only	Working both from home and at my workplace
<b>12/10-11, 2024 (N=597)</b>	56%	20%	25%
<b>11/13-14, 2024 (N=555)</b>	55%	22%	23%
<b>10/29-30, 2024 (N=596)</b>	53%	21%	25%
<b>10/15-16, 2024 (N=622)</b>	57%	17%	27%
<b>10/1-2, 2024 (N=565)</b>	59%	15%	26%
<b>9/17-18, 2024 (N=599)</b>	61%	17%	22%
<b>9/3-4, 2024 (N=569)</b>	58%	18%	24%
<b>8/20-21, 2024 (N=586)</b>	58%	17%	24%
<b>8/6-7, 2024 (N=599)</b>	58%	16%	26%
<b>7/23-24, 2024 (N=603)</b>	49%	21%	30%
<b>6/25-26, 2024 (N=591)</b>	59%	18%	23%
<b>6/11-12, 2024 (N=639)</b>	59%	20%	21%
<b>5/30-31, 2024 (N=612)</b>	56%	21%	23%
<b>5/14-15, 2024 (N=583)</b>	55%	19%	27%
<b>4/30-5/1, 2024 (N=550)</b>	51%	20%	29%
<b>4/16-17, 2024 (N=531)</b>	51%	21%	28%
<b>4/2-3, 2024 (N=573)</b>	53%	20%	26%
<b>3/19-20, 2024 (N=614)</b>	52%	20%	27%
<b>3/5-6, 2024 (N=526)</b>	56%	19%	25%
<b>2/21-22, 2024 (N=555)</b>	50%	23%	26%
<b>2/6-7, 2024 (N=554)</b>	52%	21%	27%
<b>1/23-24, 2024 (N=551)</b>	47%	21%	32%
<b>1/9-10, 2024 (N=574)</b>	51%	17%	32%



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### 4. [ASKED ONLY IF EMPLOYED] Are you currently working from home, at your workplace, or both a majority of the time? (Continued)

	Working at my workplace only	Working from home only	Working both from home and at my workplace
12/5-6, 2023 (N=567)	55%	25%	20%
11/7-8, 2023 (N=595)	54%	24%	22%
10/24-25, 2023 (N=551)	55%	22%	23%
10/10-11, 2023 (N=570)	58%	19%	23%
9/26-27, 2023 (N=612)	57%	18%	25%
9/12-13, 2023 (N=594)	55%	20%	26%
8/29-30, 2023 (N=586)	57%	25%	19%
8/15-16, 2023 (N=568)	51%	23%	26%
8/1-2, 2023 (N=623)	50%	28%	22%
7/18-19, 2023 (N=574)	60%	20%	20%
6/21-22, 2023 (N=580)	52%	25%	23%
6/6-7, 2023 (N=582)	60%	21%	19%
5/23-24, 2023 (N=599)	52%	24%	23%
5/9-10, 2023 (N=615)	59%	20%	21%
4/25-26, 2023 (N=582)	52%	29%	19%
4/11-12, 2023 (N=557)	58%	21%	22%
3/28-29, 2023 (N=620)	46%	24%	30%
3/14-15, 2023 (N=625)	55%	25%	20%
2/28-3/1, 2023 (N=616)	61%	20%	19%
2/14-15, 2023 (N=603)	56%	24%	20%
1/18-19, 2023 (N=639)	56%	22%	22%
11/9-10, 2022 (N=628)	54%	22%	24%
10/25-26, 2022 (N=594)	56%	24%	20%
10/11-12, 2022 (N=611)	62%	21%	18%
9/27-28, 2022 (N=616)	56%	23%	21%
9/13-14, 2022 (N=596)	55%	21%	24%
8/30-31, 2022 (N=584)	57%	20%	23%
8/16-17, 2022 (N=598)	55%	25%	20%
8/2-3, 2022 (N=613)	54%	25%	21%
7/19-20, 2022 (N=588)	58%	25%	17%
6/22-23, 2022 (N=622)	56%	27%	17%
6/7-8, 2022 (N=593)	56%	24%	20%
5/24-25, 2022 (N=571)	56%	26%	18%
5/10-11, 2022 (N=628)	56%	24%	20%
4/26-27, 2022 (N=657)	57%	24%	19%
4/12-13, 2022 (N=663)	58%	24%	19%
3/29-30, 2022 (N=666)	57%	23%	20%
3/15-16, 2022 (N=611)	57%	23%	20%
2/2-3, 2022 (N=1,086)	56%	24%	20%
1/20-21, 2021 (N=603)	34%	48%	18%



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5. When it comes to your health, which of the following, if any, do you tend to do? Please select all that apply.

	<b>2/10-11, 2026</b>
I brush my teeth	86%
I try to eat healthy	71%
I try to get 7-9 hours of sleep a night	68%
I take vitamins and supplements	65%
I have a yearly physical with my primary doctor	60%
I get recommended tests (i.e., cholesterol, blood sugar, blood pressure, cancer screenings, etc.)	58%
I try to limit unhealthy activities (i.e., drinking alcohol, smoking/vaping, etc.)	50%
I make all recommended doctor's appointments with specialists	47%
I take recommended vaccines	46%
I wear sunscreen	43%
I take regular vaccines (like flu shots)	43%
I stick to a fitness routine	39%
I proactively manage my weight	37%
None of the above	1%

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

### Total Familiar Summary

	<b>2/10-11, 2026</b>
Bad Bunny performing the first Super Bowl half time show primarily in Spanish	79%
A new release of Epstein files	72%
The disappearance of Nancy Guthrie, the mother of Today Show anchor Savannah Guthrie	66%
The U.S. taking the team gold in figure skating at the Milan Winter Olympics	45%
The last nuclear weapons control treaty between the US and Russia expiring	35%
The city of Minneapolis being nominated for the 2026 Nobel Peace Prize	23%

- a. Bad Bunny performing the first Super Bowl half time show primarily in Spanish

	<b>2/10-11, 2026</b>
Very familiar	56%
Somewhat familiar	24%
Heard of it, but that's it	15%
Never heard of it	6%
<b>Familiar (Net)</b>	<b>79%</b>
<b>Not Familiar (Net)</b>	<b>21%</b>





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

b. The U.S. taking the team gold in figure skating at the Milan Winter Olympics

	<b>2/10-11, 2026</b>
Very familiar	22%
Somewhat familiar	23%
Heard of it, but that's it	23%
Never heard of it	32%
<b><i>Familiar (Net)</i></b>	<b>45%</b>
<b><i>Not Familiar (Net)</i></b>	<b>55%</b>

c. A new release of Epstein files

	<b>2/10-11, 2026</b>
Very familiar	38%
Somewhat familiar	34%
Heard of it, but that's it	21%
Never heard of it	7%
<b><i>Familiar (Net)</i></b>	<b>72%</b>
<b><i>Not Familiar (Net)</i></b>	<b>28%</b>

d. The city of Minneapolis being nominated for the 2026 Nobel Peace Prize

	<b>2/10-11, 2026</b>
Very familiar	11%
Somewhat familiar	12%
Heard of it, but that's it	16%
Never heard of it	61%
<b><i>Familiar (Net)</i></b>	<b>23%</b>
<b><i>Not Familiar (Net)</i></b>	<b>77%</b>

e. The last nuclear weapons control treaty between the US and Russia expiring

	<b>2/10-11, 2026</b>
Very familiar	12%
Somewhat familiar	23%
Heard of it, but that's it	28%
Never heard of it	37%
<b><i>Familiar (Net)</i></b>	<b>35%</b>
<b><i>Not Familiar (Net)</i></b>	<b>65%</b>



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

f. The disappearance of Nancy Guthrie, the mother of Today Show anchor Savannah Guthrie

	<b>2/10-11, 2026</b>
Very familiar	38%
Somewhat familiar	28%
Heard of it, but that's it	18%
Never heard of it	16%
<i>Familiar (Net)</i>	<b>66%</b>
<i>Not Familiar (Net)</i>	<b>34%</b>

7. 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. Bad Bunny performing the first Super Bowl half time show primarily in Spanish

	<b>2/10-11, 2026</b>
I care a lot	23%
I care a little	27%
I don't care at all	47%
Don't know	3%

b. The U.S. taking the team gold in figure skating at the Milan Winter Olympics

	<b>2/10-11, 2026</b>
I care a lot	27%
I care a little	43%
I don't care at all	25%
Don't know	5%

c. A new release of Epstein files

	<b>2/10-11, 2026</b>
I care a lot	40%
I care a little	33%
I don't care at all	24%
Don't know	3%

d. The city of Minneapolis being nominated for the 2026 Nobel Peace Prize

	<b>2/10-11, 2026</b>
I care a lot	25%
I care a little	25%
I don't care at all	40%
Don't know	10%





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7. 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*)

e. The last nuclear weapons control treaty between the US and Russia expiring

	<b>2/10-11, 2026</b>
I care a lot	45%
I care a little	34%
I don't care at all	12%
Don't know	8%





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### 8. How much do you agree or disagree with the following statements?

#### Total Agree Summary

	6/22-23, 2021	6/7-8, 2022	6/22-23, 2022	6/6-7, 2023	1/23-24, 2024	12/10- 11, 2024	1/14-15, 2025	4/8-9, 2025	2/10-11, 2026
<b>[SPLIT SAMPLE A]</b> I think companies should remain neutral on <b>social</b> issues	(N=588) 42%	(N=558) 45%	N/A	(N=554) 52%	N/A	N/A	57%	N/A	57%
If a corporation takes a stand on an issue, they should stick by their decision, even if it makes some consumers angry	N/A	N/A	N/A	N/A	N/A	52%	N/A	56%	57%
<b>[SPLIT SAMPLE B]</b> I think companies should remain neutral on <b>political</b> issues	(N=588) 56%	(N=559) 53%	N/A	(N=554) 58%	N/A	N/A	63%	N/A	56%
If a corporation takes a stand on a <b>political</b> issue that I don't agree with, I'm less likely to buy their products or use their services	54%	(N=559) 42%	N/A	(N=554) 48%	42%	N/A	52%	N/A	56%
If a corporation takes a stand on a <b>social</b> issue that I don't agree with, I'm less likely to buy their products or use their services	52%	(N=558) 42%	N/A	(N=554) 52%	44%	N/A	49%	N/A	53%
I am more likely to purchase something from a company that has taken a public stand against racism	N/A	N/A	N/A	N/A	N/A	40%	N/A	47%	49%
It is appropriate for any brand to take a stance on racial justice	44%	41%	N/A	43%	45%	N/A	N/A	N/A	48%
Companies participating in activism on social media is the right thing to do	32%	29%	30%	28%	N/A	N/A	26%	N/A	34%
I am more likely to purchase something from a company that promotes and celebrates LGBTQ+ pride month	N/A	26%	28%	28%	N/A	N/A	N/A	N/A	31%
The government should penalize companies whose political or social stances it doesn't agree with	N/A	N/A	N/A	N/A	N/A	13%	N/A	12%	13%



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8. How much do you agree or disagree with the following statements? *(Continued)*

a. I am more likely to purchase something from a company that has taken a public stand against racism

	6/23-24, 2020	7/21-22, 2020	8/18-19, 2020	9/1-2, 2020	6/22-23, 2021	6/7-8, 2022	6/6-7, 2023	1/23-24, 2024	2/10-11, 2026
Strongly agree	22%	20%	18%	16%	17%	15%	16%	18%	28%
Somewhat agree	24%	22%	23%	22%	23%	21%	23%	24%	21%
Neither agree nor disagree	35%	39%	35%	35%	38%	41%	37%	42%	34%
Somewhat disagree	9%	8%	8%	11%	10%	10%	11%	8%	7%
Strongly disagree	11%	11%	15%	16%	14%	13%	13%	9%	10%
<i>Agree (Net)</i>	<i>45%</i>	<i>42%</i>	<i>41%</i>	<i>38%</i>	<i>39%</i>	<i>36%</i>	<i>39%</i>	<i>41%</i>	<i>49%</i>
<i>Disagree (Net)</i>	<i>20%</i>	<i>19%</i>	<i>23%</i>	<i>27%</i>	<i>23%</i>	<i>23%</i>	<i>24%</i>	<i>17%</i>	<i>17%</i>

b. I am more likely to purchase something from a company that promotes and celebrates LGBTQ+ pride month

	6/7-8, 2022	6/22-23, 2022	6/6-7, 2023	2/10-11, 2026
Strongly agree	10%	11%	13%	15%
Somewhat agree	16%	17%	15%	16%
Neither agree nor disagree	44%	42%	32%	36%
Somewhat disagree	10%	9%	13%	11%
Strongly disagree	20%	21%	27%	22%
<i>Agree (Net)</i>	<i>26%</i>	<i>28%</i>	<i>28%</i>	<i>31%</i>
<i>Disagree (Net)</i>	<i>30%</i>	<i>30%</i>	<i>41%</i>	<i>33%</i>

c. **[SPLIT SAMPLE A]** I think companies should remain neutral on social issues

	6/22-23, 2021 (N=588)	6/7-8, 2022 (N=558)	6/6-7, 2023 (N=554)	1/14-15, 2025*	2/10-11, 2026 (N=543)
Strongly agree	24%	23%	29%	27%	26%
Somewhat agree	18%	22%	24%	31%	31%
Neither agree nor disagree	30%	35%	28%	29%	20%
Somewhat disagree	20%	14%	13%	10%	17%
Strongly disagree	8%	7%	7%	4%	6%
<i>Agree (Net)</i>	<i>42%</i>	<i>45%</i>	<i>52%</i>	<i>57%</i>	<i>57%</i>
<i>Disagree (Net)</i>	<i>18%</i>	<i>21%</i>	<i>20%</i>	<i>14%</i>	<i>23%</i>

\*In 2025, this was asked to all respondents



## PUBLIC POLL FINDINGS AND METHODOLOGY

8. How much do you agree or disagree with the following statements? (Continued)

d. **[SPLIT SAMPLE B]** I think companies should remain neutral on political issues

	6/22-23, 2021 (N=588)	6/7-8, 2022 (N=559)	6/6-7, 2023 (N=554)	1/14-15, 2025	2/10-11, 2026 (N=542)
Strongly agree	28%	29%	32%	33%	30%
Somewhat agree	28%	23%	26%	30%	25%
Neither agree nor disagree	27%	26%	26%	26%	30%
Somewhat disagree	12%	14%	10%	7%	8%
Strongly disagree	5%	8%	6%	4%	6%
<b>Agree (Net)</b>	<b>56%</b>	<b>53%</b>	<b>58%</b>	<b>63%</b>	<b>56%</b>
<b>Disagree (Net)</b>	<b>17%</b>	<b>22%</b>	<b>16%</b>	<b>10%</b>	<b>14%</b>

*\*In 2025, this was asked to all respondents*

e. It is appropriate for any brand to take a stance on racial justice

	6/22-23, 2021	6/7-8, 2022	6/6-7, 2023	1/23-24, 2024	2/10-11, 2026
Strongly agree	18%	18%	18%	21%	24%
Somewhat agree	26%	23%	25%	25%	24%
Neither agree nor disagree	33%	36%	33%	34%	30%
Somewhat disagree	10%	11%	13%	11%	13%
Strongly disagree	13%	12%	11%	9%	9%
<b>Agree (Net)</b>	<b>44%</b>	<b>41%</b>	<b>43%</b>	<b>45%</b>	<b>48%</b>
<b>Disagree (Net)</b>	<b>23%</b>	<b>23%</b>	<b>24%</b>	<b>21%</b>	<b>21%</b>

f. Companies participating in activism on social media is the right thing to do

	6/22-23, 2021	6/7-8, 2022	6/22-23, 2022	6/6-7, 2023	1/14-15, 2025	2/10-11, 2026
Strongly agree	10%	10%	11%	10%	9%	14%
Somewhat agree	22%	19%	20%	19%	16%	20%
Neither agree nor disagree	38%	39%	43%	39%	44%	34%
Somewhat disagree	15%	15%	12%	14%	15%	16%
Strongly disagree	15%	17%	16%	19%	15%	16%
<b>Agree (Net)</b>	<b>32%</b>	<b>29%</b>	<b>30%</b>	<b>28%</b>	<b>26%</b>	<b>34%</b>
<b>Disagree (Net)</b>	<b>30%</b>	<b>32%</b>	<b>27%</b>	<b>33%</b>	<b>30%</b>	<b>31%</b>



# PUBLIC POLL FINDINGS AND METHODOLOGY

8. How much do you agree or disagree with the following statements? (Continued)

g. If a corporation takes a stand on a social issue that I don't agree with, I'm less likely to buy their products or use their services\*

	6/22-23, 2021 (N=588)	6/7-8, 2022 (N=558)	6/6-7, 2023 (N=554)	1/23-24, 2024	1/14-15, 2025	2/10-11, 2026
Strongly agree	22%	15%	23%	16%	18%	22%
Somewhat agree	30%	27%	29%	28%	31%	31%
Neither agree nor disagree	35%	42%	36%	42%	38%	32%
Somewhat disagree	9%	10%	9%	10%	7%	10%
Strongly disagree	4%	6%	3%	4%	7%	5%
<b>Agree (Net)</b>	<b>52%</b>	<b>42%</b>	<b>52%</b>	<b>44%</b>	<b>49%</b>	<b>53%</b>
<b>Disagree (Net)</b>	<b>13%</b>	<b>16%</b>	<b>12%</b>	<b>14%</b>	<b>13%</b>	<b>15%</b>

\*Prior to 2024, this item had a split base

h. If a corporation takes a stand on a political issue that I don't agree with, I'm less likely to buy their products or use their services\*

	6/22-23, 2021 (N=588)	6/7-8, 2022 (N=559)	6/6-7, 2023 (N=554)	1/23-24, 2024	1/14-15, 2025	2/10-11, 2026
Strongly agree	23%	18%	17%	13%	21%	23%
Somewhat agree	32%	24%	31%	28%	31%	33%
Neither agree nor disagree	34%	42%	37%	39%	37%	30%
Somewhat disagree	8%	9%	12%	14%	7%	9%
Strongly disagree	4%	8%	3%	5%	4%	5%
<b>Agree (Net)</b>	<b>54%</b>	<b>42%</b>	<b>48%</b>	<b>42%</b>	<b>52%</b>	<b>56%</b>
<b>Disagree (Net)</b>	<b>12%</b>	<b>17%</b>	<b>15%</b>	<b>19%</b>	<b>11%</b>	<b>14%</b>

\*Prior to 2024, this item had a split base

i. If a corporation takes a stand on an issue, they should stick by their decision, even if it makes some consumers angry

	12/10-11, 2024	4/8-9, 2025	2/10-11, 2026
Strongly agree	17%	19%	21%
Somewhat agree	35%	37%	36%
Neither agree nor disagree	39%	34%	30%
Somewhat disagree	6%	7%	8%
Strongly disagree	4%	3%	5%
<b>Agree (Net)</b>	<b>52%</b>	<b>56%</b>	<b>57%</b>
<b>Disagree (Net)</b>	<b>10%</b>	<b>11%</b>	<b>13%</b>



## PUBLIC POLL FINDINGS AND METHODOLOGY

8. How much do you agree or disagree with the following statements? *(Continued)*

j. The government should penalize companies whose political or social stances it doesn't agree with

	<b>12/10-11, 2024</b>	<b>4/8-9, 2025</b>	<b>2/10-11, 2026</b>
Strongly agree	5%	5%	6%
Somewhat agree	8%	7%	6%
Neither agree nor disagree	28%	27%	22%
Somewhat disagree	19%	17%	17%
Strongly disagree	40%	44%	48%
<i>Agree (Net)</i>	<i>13%</i>	<i>12%</i>	<i>13%</i>
<i>Disagree (Net)</i>	<i>59%</i>	<i>61%</i>	<i>66%</i>

9. From the following list, which items do you think make the perfect food? You may select up to three.

	<b>2/10-11, 2026</b>
Quality of ingredients	49%
Flavorful	48%
Affordability	39%
Health and nutrition considerations	37%
How natural the ingredients are	22%
Ease of preparation	20%
Added benefits like more protein or fiber	13%
Previous experience with the brand or product	13%
Size/portions (number of servings)	12%
Clean label	10%
How quickly it can be prepared	7%
Easy to open/store packaging	6%
Other	*
Don't know	2%





## PUBLIC POLL FINDINGS AND METHODOLOGY

10. Many foods add additional health benefits as supplements (i.e., vitamins, fiber, protein, etc.). How important, if at all, is it to you to have those ingredients in the following kinds of foods?

### Total Important Summary

	<b>2/10-11, 2026</b>
Dairy or yogurts	75%
Juices or waters	69%
Snack bars	66%
Pet foods	66%
Cereals	63%
Bread products	63%
Pastas	59%
Crackers or chips	51%
Frozen bakery products (waffles, rolls or biscuits, etc.)	51%
Energy Drinks	44%

#### a. Cereals

	<b>2/10-11, 2026</b>
Very important	24%
Somewhat important	38%
Not very important	20%
Not at all important	10%
I don't buy or consume this item	7%
<i>Important (Net)</i>	<b>63%</b>
<i>Not Important (Net)</i>	<b>30%</b>

#### b. Bread products

	<b>2/10-11, 2026</b>
Very important	25%
Somewhat important	38%
Not very important	27%
Not at all important	8%
I don't buy or consume this item	3%
<i>Important (Net)</i>	<b>63%</b>
<i>Not Important (Net)</i>	<b>34%</b>

#### c. Juices or waters

	<b>2/10-11, 2026</b>
Very important	35%
Somewhat important	34%
Not very important	19%
Not at all important	9%
I don't buy or consume this item	3%
<i>Important (Net)</i>	<b>69%</b>
<i>Not Important (Net)</i>	<b>28%</b>



## PUBLIC POLL FINDINGS AND METHODOLOGY

10. Many foods add additional health benefits as supplements (i.e., vitamins, fiber, protein, etc.). How important, if at all, is it to you to have those ingredients in the following kinds of foods?  
(Continued)

d. Energy Drinks

	<b>2/10-11, 2026</b>
Very important	17%
Somewhat important	26%
Not very important	18%
Not at all important	14%
I don't buy or consume this item	24%
<i>Important (Net)</i>	<b>44%</b>
<i>Not Important (Net)</i>	<b>32%</b>

e. Snack bars

	<b>2/10-11, 2026</b>
Very important	26%
Somewhat important	40%
Not very important	19%
Not at all important	8%
I don't buy or consume this item	7%
<i>Important (Net)</i>	<b>66%</b>
<i>Not Important (Net)</i>	<b>27%</b>

f. Dairy or yogurts

	<b>2/10-11, 2026</b>
Very important	32%
Somewhat important	42%
Not very important	14%
Not at all important	7%
I don't buy or consume this item	5%
<i>Important (Net)</i>	<b>75%</b>
<i>Not Important (Net)</i>	<b>21%</b>

g. Crackers or chips

	<b>2/10-11, 2026</b>
Very important	18%
Somewhat important	33%
Not very important	34%
Not at all important	14%
I don't buy or consume this item	1%
<i>Important (Net)</i>	<b>51%</b>
<i>Not Important (Net)</i>	<b>48%</b>





## PUBLIC POLL FINDINGS AND METHODOLOGY

10. Many foods add additional health benefits as supplements (i.e., vitamins, fiber, protein, etc.). How important, if at all, is it to you to have those ingredients in the following kinds of foods?  
(Continued)

h. Pet foods

	<b>2/10-11, 2026</b>
Very important	34%
Somewhat important	32%
Not very important	8%
Not at all important	8%
I don't buy or consume this item	18%
<i>Important (Net)</i>	<b>66%</b>
<i>Not Important (Net)</i>	<b>16%</b>

i. Frozen bakery products (waffles, rolls or biscuits, etc.)

	<b>2/10-11, 2026</b>
Very important	16%
Somewhat important	34%
Not very important	27%
Not at all important	12%
I don't buy or consume this item	10%
<i>Important (Net)</i>	<b>51%</b>
<i>Not Important (Net)</i>	<b>39%</b>

j. Pastas

	<b>2/10-11, 2026</b>
Very important	23%
Somewhat important	35%
Not very important	28%
Not at all important	11%
I don't buy or consume this item	3%
<i>Important (Net)</i>	<b>59%</b>
<i>Not Important (Net)</i>	<b>38%</b>





# PUBLIC POLL FINDINGS AND METHODOLOGY

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

### Total Agree Summary

	12/10-11, 2024	1/14-15, 2025	2/11-12, 2025	5/21-22, 2025	2/10-11, 2026
Tariffs will raise prices on goods I buy	N/A	66%	N/A	72%	74%
Tariffs on imported goods will lead to higher prices on food, electronics and other goods	64%	N/A	70%	72%	73%
I have already seen prices increasing on things I buy specifically because of proposed tariffs*	N/A	N/A	43%	52%	67%
I support tariffs on imports from rivals like China, but not allies like Canada	39%	N/A	N/A	38%	39%
It's fair for companies to pass tariff costs along to shoppers, in the form of higher prices	N/A	N/A	32%	34%	36%
Even if prices increase because of tariffs, it's worth it to get what we want as a country	N/A	N/A	37%	35%	35%
Tariffs on imported goods will lead to more jobs in the U.S.	28%	N/A	32%	28%	28%

*\*Prior to 2026, this item was "I have already seen prices increasing on things I buy specifically because of proposed tariffs"*

#### a. Tariffs on imported goods will lead to more jobs in the U.S.

	12/10-11, 2024	2/11-12, 2025	5/21-22, 2025	2/10-11, 2026
Strongly agree	9%	11%	11%	9%
Somewhat agree	19%	21%	17%	19%
Neither agree nor disagree	38%	30%	38%	30%
Somewhat disagree	17%	21%	15%	16%
Strongly disagree	16%	17%	19%	26%
<b>Agree (Net)</b>	<b>28%</b>	<b>32%</b>	<b>28%</b>	<b>28%</b>
<b>Disagree (Net)</b>	<b>34%</b>	<b>38%</b>	<b>34%</b>	<b>42%</b>

#### b. Tariffs on imported goods will lead to higher prices on food, electronics and other goods

	12/10-11, 2024	2/11-12, 2025	5/21-22, 2025	2/10-11, 2026
Strongly agree	35%	41%	41%	44%
Somewhat agree	29%	29%	31%	29%
Neither agree nor disagree	28%	20%	23%	19%
Somewhat disagree	6%	7%	4%	6%
Strongly disagree	2%	3%	2%	2%
<b>Agree (Net)</b>	<b>64%</b>	<b>70%</b>	<b>72%</b>	<b>73%</b>
<b>Disagree (Net)</b>	<b>8%</b>	<b>10%</b>	<b>6%</b>	<b>8%</b>





## PUBLIC POLL FINDINGS AND METHODOLOGY

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

c. I support tariffs on imports from rivals like China, but not allies like Canada

	<b>12/10-11, 2024</b>	<b>5/21-22, 2025</b>	<b>2/10-11, 2026</b>
Strongly agree	14%	13%	13%
Somewhat agree	25%	25%	27%
Neither agree nor disagree	38%	32%	28%
Somewhat disagree	13%	15%	13%
Strongly disagree	10%	16%	19%
<b>Agree (Net)</b>	<b>39%</b>	<b>38%</b>	<b>39%</b>
<b>Disagree (Net)</b>	<b>24%</b>	<b>31%</b>	<b>33%</b>

d. Tariffs will raise prices on goods I buy

	<b>1/14-15, 2025</b>	<b>5/21-22, 2025</b>	<b>2/10-11, 2026</b>
Strongly agree	33%	39%	41%
Somewhat agree	33%	33%	32%
Neither agree nor disagree	23%	21%	18%
Somewhat disagree	6%	6%	6%
Strongly disagree	4%	2%	2%
<b>Agree (Net)</b>	<b>66%</b>	<b>72%</b>	<b>74%</b>
<b>Disagree (Net)</b>	<b>10%</b>	<b>7%</b>	<b>8%</b>

e. It's fair for companies to pass tariff costs along to shoppers, in the form of higher prices

	<b>2/11-12, 2025</b>	<b>5/21-22, 2025</b>	<b>2/10-11, 2026</b>
Strongly agree	7%	11%	10%
Somewhat agree	25%	23%	26%
Neither agree nor disagree	30%	34%	27%
Somewhat disagree	18%	17%	18%
Strongly disagree	20%	15%	19%
<b>Agree (Net)</b>	<b>32%</b>	<b>34%</b>	<b>36%</b>
<b>Disagree (Net)</b>	<b>38%</b>	<b>33%</b>	<b>37%</b>

f. Even if prices increase because of tariffs, it's worth it to get what we want as a country

	<b>2/11-12, 2025</b>	<b>5/21-22, 2025</b>	<b>2/10-11, 2026</b>
Strongly agree	16%	13%	10%
Somewhat agree	21%	21%	25%
Neither agree nor disagree	28%	30%	26%
Somewhat disagree	16%	15%	17%
Strongly disagree	19%	20%	21%
<b>Agree (Net)</b>	<b>37%</b>	<b>35%</b>	<b>35%</b>
<b>Disagree (Net)</b>	<b>35%</b>	<b>35%</b>	<b>38%</b>



## PUBLIC POLL FINDINGS AND METHODOLOGY

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

g. I have already seen prices increasing on things I buy specifically because of tariffs

	<b>2/11-12, 2025</b>	<b>5/21-22, 2025</b>	<b>2/10-11, 2026</b>
Strongly agree	19%	25%	37%
Somewhat agree	24%	27%	30%
Neither agree nor disagree	32%	31%	21%
Somewhat disagree	13%	11%	7%
Strongly disagree	11%	6%	5%
<i>Agree (Net)</i>	<b>43%</b>	<b>52%</b>	<b>67%</b>
<i>Disagree (Net)</i>	<b>24%</b>	<b>16%</b>	<b>12%</b>

12. Did you watch the Super Bowl? If so, how?

	<b>2/11-12, 2025</b>	<b>2/10-11, 2026</b>
I watched at home by myself, or with my immediate family	47%	44%
I didn't watch the Super Bowl or any highlights	25%	25%
I watched at a Super Bowl party with friends	15%	17%
I didn't watch the Super Bowl, but watched some of the commercials afterwards	5%	6%
I didn't watch the Super Bowl, but watched game highlights afterwards	6%	5%
I watched at a bar or restaurant	3%	3%





## PUBLIC POLL FINDINGS AND METHODOLOGY

### About the Study

These are some of the findings of the one hundred and thirty-fourth wave of an Ipsos poll conducted between February 10-11, 2026. For this survey, a sample of 1,085 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

- The first wave was conducted between April 10-13, 2020, among 1,114 U.S. adults
- The second was conducted April 17-20, 2020, among 1,111 U.S. adults
- The third was conducted April 27-28, 2020, among 1,112 U.S. adults
- The fourth was conducted May 4-5, 2020, among 1,114 U.S. adults
- The fifth wave was conducted May 14-15, 2020, among 1,114 U.S. adults
- The sixth wave was conducted May 28-29, 2020, among 1,113 U.S. adults
- The seventh wave was conducted June 8-9, 2020, among 1,113 U.S. adults
- The eighth wave was conducted June 23-24, 2020, among 1,113 U.S. adults
- The ninth wave was conducted July 21-22, 2020, among 1,115 U.S. adults
- The tenth wave was conducted August 4-5, 2020, among 1,111 U.S. adults
- The eleventh wave was conducted August 18-10, 2020, among 1,115 U.S. adults
- The twelfth wave was conducted September 1-2, 2020, among 1,113 U.S. adults
- The thirteenth wave was conducted September 15-16, 2020, among 1,113 U.S. adults
- The fourteenth wave was conducted September 29-30, 2020, among 1,115 U.S. adults
- The fifteenth wave was conducted October 13-14, 2020, among 1,114 U.S. adults
- The sixteenth wave was conducted October 27-28, 2020, among 1,115 U.S. adults
- The seventeenth wave was conducted November 10-12, 2020, among 1,113 adults
- The eighteenth wave was conducted November 24-25, 2020, among 1,114 adults
- The nineteenth wave was conducted December 9-10, 2020, among 1,112 adults
- The twentieth wave was conducted January 20-21, 2021, among 1,115 adults
- The twenty-first wave was conducted February 2-3, 2021, among 1,115 adults
- The twenty-second wave was conducted February 17-18, 2021, among 1,115 adults
- The twenty-third wave was conducted March 2-3, 2021, among 1,115 adults.
- The twenty-fourth wave was conducted March 15-16, 2021, among 1,115 adults.
- The twenty-fifth wave was conducted March 30-31, 2021, among 1,115 adults.
- The twenty-sixth wave was conducted April 13-14, 2021, among 1,115 adults.
- The twenty-seventh wave was conducted April 27-28, 2021, among 1,115 adults.
- The twenty-eighth wave was conducted May 11-12, 2021, among 1,167 adults.
- The twenty-ninth wave was conducted May 25-26, 2021, among 1,178 adults.
- The thirtieth wave was conducted June 8-9, 2021, among 1,177 adults.
- The thirty-first wave was conducted June 22-23, 2021, among 1,176 adults.
- The thirty-second wave was conducted July 6-7, 2021, among 1,179 adults.
- The thirty-third wave was conducted July 20-21, 2021, among 1,137 adults.
- The thirty-fourth wave was conducted August 3-4, 2021, among 1,174 adults.
- The thirty-fifth wave was conducted August 18-19, 2021, among 1,177 adults.
- The thirty-sixth wave was conducted August 31-September 1, 2021, among 1,166 adults.
- The thirty-seventh wave was conducted September 14-15, 2021, among 1,177 adults.
- The thirty-eighth wave was conducted September 28-29, 2021, among 1,173 adults.
- The thirty-ninth wave was conducted October 12-13, 2021, among 1,174 adults.
- The fortieth wave was conducted October 26-27, 2021, among 1,160 adults.
- The forty-first wave was conducted November 9-10, 2021, among 1,160 adults





## PUBLIC POLL FINDINGS AND METHODOLOGY

- The forty-second wave was conducted November 22-23, 2021, among 1,162 adults
- The forty-third wave was conducted December 7-8, 2021, among 1,160 adults
- The forty-fourth wave was conducted January 4-5, 2022, among 1,158 adults
- The forty-fifth wave was conducted January 18-19, 2022, among 1,158 adults
- The forty-sixth wave was conducted February 2-3, 2022, among 2,010 adults
- The forty-seventh wave was conducted February 15-16, 2022, among 1,156 adults
- The forty-eighth wave was conducted March 1-2, 2022, among 1,154 adults
- The forty-ninth wave was conducted March 15-16, 2022, among 1,154 adults
- The fiftieth wave was conducted March 29-30, 2022, among 1,152 adults
- The fifty-first wave was conducted April 12-13, 2022, among 1,165 adults
- The fifty-second wave was conducted April 26-27, 2022, among 1,136 adults
- The fifty-third wave was conducted May 10-11, 2022, among 1,120 adults
- The fifty-fourth wave was conducted May 24-25, 2022, among 1,120 adults
- The fifty-fifth wave was conducted June 7-8, 2022, among 1,117 adults
- The fifty-sixth wave was conducted June 22-23, 2022, among 1,117 adults
- The fifty-seventh wave was conducted July 19-20, 2022, among 1,120 adults
- The fifty-eighth wave was conducted August 2-3, 2022, among 1,119 adults
- The fifty-ninth wave was conducted August 16-17, 2022, among 1,120 adults
- The sixtieth wave was conducted August 30-31, 2022, among 1,110 adults
- The sixty-first wave was conducted September 13-14, 2022, among 1,118 adults
- The sixty-second wave was conducted September 27-28, 2022, among 1,120 adults
- The sixty-third wave was conducted October 11-12, 2022, among 1,120 adults
- The sixty-fourth wave was conducted October 25-26, 2022, among 1,120 adults
- The sixty-fifth wave was conducted November 11-12, 2022, among 1,115 adults
- The sixty-sixth wave was conducted December 7-8, 2022, among 1,118 adults
- The sixty-seventh wave was conducted January 18-19, 2023, among 1,119 adults
- The sixty-eighth wave was conducted January 31-February 1, 2023, among 1,118 adults
- The sixty-ninth wave was conducted February 14-15, 2023, among 1,109 adults
- The seventieth wave was conducted February 28- March 1, 2023 among 1,105 adults
- The seventy-first wave was conducted March 14-15, 2023 among 1,119 adults
- The seventy-second wave was conducted March 28-29, 2023, among 1,120 adults
- The seventy-third wave was conducted April 11-12, 2023, among 1,120 adults
- The seventy-fourth wave was conducted April 25-26, 2023, among 1,120 adults
- The seventy-fifth wave was conducted May 9-10, 2023, among 1,117 adults
- The seventy-sixth wave was conducted May 23-24, 2023, among 1,116 adults
- The seventy-seventh wave was conducted June 6-7, 2023 among 1,108 adults
- The seventy-eighth wave was conducted June 21-22, 2023 among 1,109 adults
- The seventy-ninth wave was conducted July 18-19, 2023 among 1,109 adults
- The eightieth wave was conducted August 1-2, 2023 among 1,118 adults
- The eighty-first wave was conducted August 15-16, 2023 among 1,115 adults
- The eighty-second wave was conducted August 29-30, 2023 among 1,103 adults
- The eighty-third wave was conducted September 12-13, 2023 among 1,116 adults
- The eighty-fourth wave was conducted September 26-27, 2023 among 1,116 adults





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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 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 one hundred and thirty-third wave conducted January 27-28, 2026 among 1,085 adults
- The one hundred and thirty-fourth wave conducted February 10-11, 2026 among 1,085 adults

The sample for this study was randomly drawn from [Ipsos' online panel](#), partner online panel sources, and ["river" sampling](#) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is 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 3.6 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n= 1,085, DEFF=1.5, adjusted Confidence Interval=+/- 5.1 percentage points).

- The forty-sixth wave of this study has a credibility interval of plus or minus 2.5 percentage points.





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- 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, 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-ninth, eightieth, eighty-first, eighty-second, eighty-third, eighty-fourth, eighty-fifth, eighty-sixth, eighty-seventh, eighty-eighth, eighty-eighth and a half, eighty-ninth, ninetieth, ninety-first, ninety-second, ninety-third, ninety-third and a half, ninety-fourth, ninety-fifth, ninety-sixth, ninety-sixth and a half, ninety-seventh, ninety-eighth, ninety-ninth, one hundredth, one hundred and first, one hundred and second, one hundred and third, one hundred and fourth, one hundred and fifth, one hundred and sixth, one hundred and seventh, one hundred and eighth, one hundred and ninth, one hundred and tenth, one hundred and eleventh, one hundred and twelfth, one hundred and thirteenth, one hundred and fourteenth, one hundred and fifteenth, one hundred and sixteenth, and one hundred and seventeenth, one hundred and eighteenth, one hundred and nineteenth, one hundred and twentieth, one hundred and twenty first, one hundred and twenty second, one hundred and twenty third, one hundred and twenty fourth, one hundred and twenty fifth waves, one hundred and twenty sixth, one hundred and twenty seventh, one hundred and twenty eighth, one hundred and twenty ninth, one hundred and thirtieth, one hundred and thirty-first, one hundred and thirty-third, and one hundred and thirty-fourth waves of this study have a credibility interval of 3.6 percentage points.

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## PUBLIC POLL FINDINGS AND METHODOLOGY

### About Ipsos

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

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

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